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DEPARTMENT OF MEDIA AND SOCIETY STUDIES**

**DISPASSIONATE REPORTING? THE CONSTRUCTION OF THE
ZIMBABWE MEN'S CRICKET TEAM IN *THE HERALD* AND
*DAILYNEWS***

BY

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ABSTRACT

The study seeks to assess how the Zimbabwe men's cricket team is constructed by the two mainstream newspapers, *The Herald* and *DailyNews*. Making of or construction of reality is within the daily interactions of human in society. Society helps in shaping people's view of the world. Construction means making-up or "creating reality". *The Herald* and *DailyNews* articles between January 2016 and November 2016 constructed the Zimbabwe men's cricket team as failures and how it makes headlines in the print media specifically in *The Herald* and *DailyNews*. The researcher sought to find the effectiveness of *The Herald* and *DailyNews* in constructing the cricket team and players, and why they make headlines in the newspapers. The study was informed by the following theoretical framework namely framing theory and political economy of the media. In addition, the research made use of qualitative research methods, critical discourse analysis and content analysis. Since the study has to be understood under its contextual meanings to find out how and why the two newspapers constructed the Zimbabwe men's cricket team as the worst team in the game of cricket, and however a little bit of quantitative research methods were used. The findings of the study revealed that the political, economic and community identity issues traverse ion the management and production of sports news in *The Herald* and *DailyNews* bringing out a parasitism relationship between the two disciplines, sport and the mass media.

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ACRONYMS

ZC – Zimbabwe Cricket

ZIFA-Zimbabwe football association

ZIMPAPERS-Zimbabwe papers

ZMMT- Zimbabwe Mass Media Trust

AMI- Africa Media Investments

MDC- Movement for Democratic Change

ANZ- Associated Newspapers of Zimbabwe

ICC- International Cricket Council

CHAPTER 1: INTRODUCTION

1.1 Introduction

The game of cricket has been on the descent for some time now in Zimbabwe. Muthu (2005) asserts that as cricket around the world is surging forward the game of cricket in Zimbabwe is going down drastically. This clearly shows the dark cloud that surrounds the gentlemen's game in Zimbabwe. Factors such as the reduction in government funding for sport's development can also be linked to the decline of the game (Almanack, 2006).

With the exodus of white professional players from the team, *The Herald* in Zimbabwe has pointed out sabotage by white players to the reason why performance has declined. *The Herald* blamed the white players as instruments of colonialism whilst the private media blamed the ZANU PF government of interference in the running of the game (Almanack, 2006). This has all been said by the above newspapers in a way of finding the reason why the team is performing so poor.

Since cricket, news unlike politics or business news that get the privilege of first pages, it has been given little attention. Therefore, this study seeks to access the media coverage of the Zimbabwe men's cricket in Zimbabwe specifically from *The Herald* and *DailyNews*. The study explores how the Zimbabwe men's cricket team is constructed (represented) and how its image is constructed by the two newspapers and its effects on the supporters. Construction is the use of signs that stands in for and takes the place of something else, (Hall 1997). Construction also means making-up or "creating reality" (Berger 1996). The media society plays a pivotal role in shaping people's views and perceptions. It is said to be the production of meaning through language. People use language to say something meaningful at any given interval. Construction of reality is evident in our everyday life and the media plays a role in construction of celebrities, stars, heroes and villains across society, (Hall 1996).

The study was guided by the news framing theory and the agenda setting theory. The two theories reveal the facets of journalism used by the two mainstream newspapers in discussion in the construction of the Zimbabwe men's cricket team.

1.2 Background of the study

Cricket is a game that had been dominated by many whites in pre 2000 Zimbabwe. However, soon after the 2003 Cricket World Cup that was co-hosted by Zimbabwe and South Africa,

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Cricket in Zimbabwe has been on the descent (Du Plessis 2004). Many professional players such as Andy Flower, Alastair Campbell, Guy Whittle, Henry Olonga and many more left the Zimbabwe men's cricket team (also known as the Chevrons) due to what they referred to as "lack of democracy" in Zimbabwe. They were advocating for Mugabe to step down from power since he had been the sole president of Zimbabwe since independence.

Following the attainment of independence on 18 April 1980, the country began to play more international cricket. On 21 July 1981, Zimbabwe became an associate member of the ICC. In 1983 Zimbabwe played in its first major tournament, the World Cup though their campaign ended in the group stage (Almanack 2006). After this tournament, cricket in Zimbabwe continued to grow and many prolific players such as Alistair Campbell, leg-spinning all-rounder Paul Strang, Eddo Brandes, and the ever reliable pace bowler/opener Neil Johnson were other important contributors for Zimbabwe on the world stage at this time.

Up to this time not many black players had been part of the Zimbabwe men's cricket. In 1995, Henry Olonga played in the country's first Test win. Mpumelelo Mbangwa and Trevor Madondo debuted soon after. However it was not until after the 2003 World Cup that black people started to outnumber the whites in the team. The reason was that in 2004, the then white captain Heath Streak was sacked by the Zimbabwe Cricket Union (now Zimbabwe Cricket). This led a boycott by 14 other white players to walkout in protest against political influence in the team's management and selection policies, hence black players were called for national cricket duty.

It is believed that the cricket crisis in Zimbabwe started with the mass migration of the white population of Zimbabwe under the regime of Robert Mugabe who came to power based on his political struggle against the now-overthrown white minority rule in Zimbabwe. Mugabe implemented land reforms in 2000, which resulted in the seizing of 80 percent of white-owned farms, forcing thousands of evictions and arrests by 2002, among various reports of violence and human-rights violations (Priyaranjan, 2016).

It is within this racial conflict and land grabs in Zimbabwe that the team started to perform badly and reportage on the team from *The Herald* and *DailyNews* has not been favourable and this surely has had consequences on the supporters of the team.

With the history of cricket and its development over the years has been looked into (Almanack 2006; Coltart and Makoni 2004; Muthu 2005) the reporting of the game of cricket in the Zimbabwean media has not been thoroughly been researched though the importance of media in cricket has been looked up by Du Plessis (2004). Therefore this study will seek to reveal more about the reportage of cricket in Zimbabwe looking at the *DailyNews* and *The Herald*.

1.3 Statement of the problem

The mass media have played a role in the construction of cricket to become one of the world's most popular sports. The media have come to play an increasingly influential part in the construction and destruction of sporting structures and practice (Almanack 2004). Therefore, this study seeks to access the construction and representation of the Zimbabwean men's cricket team in *The Herald* and *DailyNews*.

1.4 Significance of the study

The media are active constructors of reality hence they give us what to think about and they dramatize sporting events thus the media creates drama. Ping Wu (2008) reiterates that drama is a natural feature of all types of television entertainment, normally they are good and bad guys. This clearly shows that cricket and other sporting activities can be said to be "drama" that entertain viewers. Hall (1982) submits that the media give us what and how to think, if someone then tells one what to think about then they are depicting a certain thought which one is supposed to side-line with. By this Hall (1982) was trying to show how the media has become important in the day to day lives of people since they depend on it. In such a scenario people then act as a frame that people look at and derive meaning from. He further adds that "the media do not simply reflect or reproduce reality; they define it by selecting, structuring, shaping and re-presenting reality" (Hall, 1982:11).

Over the years, sport has never been taken seriously in the African media compared to the way politics and hard news is covered. Gleaves (2012) reiterates that despite that, sport has become a culture around the world. He notes that sports occupy a place in the day of an ordinary person's mind. He came to this conclusion after the 1923 FA cup in England between Westham and Bolton Wanderers which was attended by 300 000 people in a stadium built to accommodate 125 000 people at Wembley Stadium. This caused the House of

Commons to take the matter seriously clearly showing that Sport had become very important like any other event. However, the study of sport has not been that very popular despite being carried out in South Africa, Namibia and Kenya. Also in Zimbabwe, sport study has been under the rise with football in the spotlight.

While studies have been carried out concerning the Zimbabwe men's cricket team crisis (Almanack 2006; Coltart and Makoni 2004; Muthu 2005). Though studies concerning cricket and racism have been done (Maganga 2015), studies concerning cricket reportage have also been carried out around the globe (Brightman and Kapur 2009). Singh and Nandy (2015) postulate that cricket is religion in India hence reporters should take a very attentive look at the game. They came to this conclusion during their study of cricket reporting in India. In Africa, studies on cricket have been carried out in South Africa, Kenya and Namibia. Mwangi (2014) has looked at the development of cricket and crisis in Kenya since its establishment in the 1890's while several scholars (Sarkar and Pritha, 2011; Monga 2015; Bull 2012) have looked at the growing publicity of the South African Cricket team in media over the past decade. Given such a scenario it is worth investigating this area of reportage towards the game of cricket in Zimbabwe paying particular attention to the Zimbabwe men's cricket team.

1.5 Objectives of the study

- ❖ To explore frames used by *The Herald* and *DailyNews* in reporting issues related to Zimbabwe men's cricket team.
- ❖ To interrogate the reportage on the Zimbabwe men's cricket team and its influence on supporters perceptions towards the Zimbabwean men's cricket team.
- ❖ To find out the relationship between cricket as a sport and the media's role in promoting by looking at various examples from different countries that promote cricket.

1.6 Main research question

- ❖ How has *The Herald* and *DailyNews* reported on issues concerning the Zimbabwe's men's cricket team.

1.7 Sub Research Question

- ❖ How did *The Herald* portray the Zimbabwe men's cricket team and what effect did it have as perceived by the supporters?
- ❖ How has the *DailyNews* portrayed the Zimbabwe men's cricket team and what effect did it have as perceived by the supporters?

1.8 Delimitations of the Study

The study focused on framing by *DailyNews* and *The Herald* and thus the study is restricted to textual analysis and its perceived result on the support of the Zimbabwe men's cricket team. Also the study only looked at the period from January 2016 to October 2016. The researcher picked articles from each of the above mentioned papers that showed an element of negative reporting. The study looks at the construction of the Zimbabwe men's cricket by the two mainstream print media *The Herald* and *DailyNews*. The study focused on how news is constructed whether positively or negatively concerning the Zimbabwe men's cricket team.

1.9 Limitations of the study

Since the study focuses on two newspapers, *DailyNews* and *The Herald*, findings may not be generalised to other media houses. While meticulous care will be taken to reduce subjectivity, I acknowledge that if someone else were to carry out the same study, findings may be at least slightly different from mine. Interviews tend to be time consuming more than other methods and they can be biased depending with the interviewer's background and likes, like in this case the researcher is a Zimbabwe men's cricket team supporter hence subjective can be inevitable. This implies that the researcher may only interview people with the knowledge of cricket.

1.10 Assumptions of the Study

- ❖ The newspapers under study views the Zimbabwe men's cricket team as a bunch of losers despite playing together as a team at a high level for quite some time and this has affected support base of the game.
- ❖ The newspapers under study depict the Zimbabwe men's cricket team as a team that has failed to emulate the class of pre 2003 Zimbabwe and this has affected support base of the game.

1.11 Structure of the study

Chapter one of this document contains the introduction to the subject in discussion. Chapter two focuses on literature review concerning studies done before concerning the matter in discussion. Chapter two also looks at the theoretical framework used in the research. Chapter three focuses at methods and methodology used in the research while Chapter four contains at the organization analysis of the mainstream newspapers the researcher is looking at. Chapter five focuses on data presentation and analysis and Chapter six looks at recommendations and a conclusion to the research.

1.12 Conclusion

The study seeks to establish the frames used by *DailyNews* and *The Herald* in portraying the Zimbabwe men's cricket team and its impacts on supporters. I seek to establish whether there is continuity or discontinuity. The researcher used a qualitative research paradigm to undertake and present findings of this study.

CHAPTER 2

Literature review and Theoretical Framework

2.1 Introduction

The chapter will acknowledge literature by other sources with an overall analysis of the topic in discussion. It also includes a number of theories relevant to the study. This section unfavourably engages with forgoing related studies conducted in the area of media, content production and sport realism. The key issues to be dealt with in literature review deals with construction and representation of texts and images towards the portrayal of the Zimbabwe men's cricket team by the two mainstream print media *The Herald* and *DailyNews* and its impacts on the supporters.

2.2 Review of related literature

Literature review provides the background to and justification for the research undertaken by other scholars. Bruce (1994) asserts that it can be said to be works or writings on an ongoing subject or discussion. Literature review is presented using a thematic approach that is largely swayed by the main, sub research questions and objectives of the study. Newspapers, journals, textbooks, published and unpublished dissertations will be taken into consideration in order to widen the scope. News framing and political economy of the media theories will be integrated in the review from other sources of knowledge.

2.2.1 The relationship between the media and sport

The relationship between the media and sport can be said to be as old as time itself, hence complement each other rather than contradict each other. The mass media (print and electronic) and sport rely on each other hence supporting (Wenner, 1989; Sarkar and Pritha 2011; Monga 2015) argument that both parties rely on each other since they are driven by the idea of economic profits. Monga (2015) notes that the two get equal split of profits by supporting each other. By covering cricket matches, match reviews and match analysis the media offers attention to the game of cricket whilst the media reap profits by circulating advertisements and gaining sales through this circulation. Sarkar and Pritha (2011) submit that sport, be it football or cricket, makes the mass media a breeding ground for news hence attracting the audiences as consumers of the news. Thus in this case the Zimbabwe cricket team and the newspapers in discussion both have to benefit from each other.

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With the economic hardships facing Zimbabwe, sport has turned out to be a way of survival since most people are getting paid through sport. Players, administrators, coaches, sports journalists' bills are getting paid through sporting activities. Cuthbert Dube before ascending to the Zimbabwe Football Association (ZIFA) in 2014 noted that sport in Zimbabwe contributes 15% of the gross domestic product. Thus sport in this country is very important since it contributes to the nation's economy.

Over the years, sport has never been taken seriously in the African media compared to the way politics and hard news is covered. A number of scholars (Gleaves, 2012; Singh and Nandy, 2015) submit that with many renowned scholars ignoring the study of sports, it has to be noted that sport has become a culture around the world that occupies a place in the day of an ordinary person's mind. Gleaves (2012) came to this conclusion after the 1923 FA cup in England between Westham and Bolton Wanderers was attended by 300 000 people in a stadium built to accommodate 125 000 people at Wembley Stadium. This caused the House of Commons to take the matter seriously clearly showing that Sport had become very important like any other event. Singh and Nandy (2015) were pointing out on the popularity of the game of cricket in India that they referred it as a religion that has consumed the Indian populace in their numbers. These scholars pointed out the importance of sport and how it had come part of the society as shown by the scholars discussed. Thus from this, the researcher looked at the reporting of the game of cricket in Zimbabwe in an attempt to find out how the sport is important to the society in Zimbabwe.

The media is said to be involved in sport as a way of protecting the worthwhile deal (Masucci, 2007; Dunnivant, 2004; Gray 2015). This clearly shows that the media and sport have a close relationship that is profit oriented. Masucci (2007) points out that the print and the electronic media lure both consumers present and absent at a sporting event therefore generating support to a particular team and at the same time the media pockets a reasonable profit from having a relationship with the sporting world. Gray (2015) notes that therefore, the Zimbabwe men's cricket team and the two mainstream newspapers in discussion share a mutual relationship since both parties benefit economically and also gain popularity through the way the sport is constructed by the media. However, on the contrary, Dunnivant (2004) notes that even though both entities may benefit, one tends to dominate the profits. This is evident since the newspapers in discussion tend to pocket more profits by negatively reporting towards the Chevrons while the Chevrons suffer due to the declining of supporters.

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Thus the construction of the Zimbabwe men's cricket team by *The Herald* and *DailyNews* in a negative way tends to move the crowd away from the team while the two mainstream newspapers in discussion gunner sales.

Having studied the cricket crisis in Zimbabwe, (Almanack, 2006; Priyaranjan, 2016) agree that cricket and the media in Zimbabwe over the years has had a rosy relationship since the two sustain each other economically. However, contrary to Almanack, Priyaranjan (2016) further notes that the rosy relationship quickly ended with the mass exodus of white professional players in 2004 due to the interference of the ZANU PF government in the running of the game. Brightman and Kapur (2009) submit that professional sports around the world, in this contemporary world cannot survive without the media. Sport around the world is said to rely immensely on the media since it pours huge sums of money through television and broadcasting rights hence without its support sport will not be able to operate and survive (Dunnivant, 2004; Smith, 2001). Since sport is said to be a commodity that is born out of the relationship of the media industry and the sport industry in an effort to satisfy mutual interests, hence this relationship can be said to be old as time since it is said to have emerged during the birth of professional sport in the early 1900's (Dunnivant, 2004 and Smith, 2001). Smith (2001) also reiterates that the development of the sports goods industry dates from the last quarter of the nineteenth century, paralleling the growth of organised sport due to the huge sums of money involved in sport.

However, it can be noted from the above that sport and the media should support each other but this has not been the case between the newspapers in discussion. While the Zimbabwe men's cricket team is providing the two with adverts, the two mainstream newspapers in discussion have failed to sale supporters to the team due to their continuous negative reporting towards the Chevrons.

The relationship between the sport industry and the media industry has been defined by Helland (2004) as "symbiosis" and "parasitism". He notes that "Symbiosis," as the existence of two organisations or industries that are different in their operations but do benefit from existing together in the same environment. However, when one organisation or industry dominate alone in that same environment it is then said to be "parasitism" (Helland 2004:3). In the case of the Zimbabwe men's cricket team and the two mainstream newspapers the relationship is "parasitism" since the two newspapers are benefiting more compared to the

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Zimbabwe men's cricket team though the agreement is not formal. Due to this unbalanced relationship the Zimbabwe men's cricket team has witnessed a decline in the number of spectator whilst the two mainstream newspapers have gained readership by mocking one of the prestigious national teams in the cricket world.

With the increasing involvement of the media industries in the running of sport globally, there is power to the media that it has even controlled proceedings in the sporting world (Houlihan 2008). A good example is when England refused to come to Zimbabwe during the 2003 world cup since the international media had declared that Zimbabwe had no democracy prior to the beginning of the 2003 Cricket World Cup.

However, the relationship between the Zimbabwe men's cricket team and the media in Zimbabwe has never been rosy for quite some time (Almanack 2006; Priyaranjan, 2016; Du Plessis, 2015). This can be clearly seen by the way the two mainstream newspapers in discussion handle cricket news concerning the Chevrons (Zimbabwe men's cricket team). The two newspapers are rivals as *The Herald* is government owned by Zimpapers and *DailyNews* privately owned by AMH. Despite singing from different hymn books, the two work hand in glove in an effort to gain readership by writing dispassionately concerning the Chevrons. The newspapers in discussion construct the Zimbabwe men's team as a bunch of failures that have failed to produce good result. This is problematic since the team is not only to blame but factors such as the staff, facilities and the cricket board are to blame. The papers give a detailed disapproval of the team in their stories and by doing this the support base of the team is dwindling whilst they are gaining readership hence the relationship is "parasitism" which has been discussed earlier on. This is very common in the Zimbabwean media as can be seen by *The Herald* that supports Dynamos Football club whilst it denigrates Highlanders Football Club. This can also be seen by the Bulawayo based newspaper the Chronicle that supports Highlanders and discredits Dynamos.

The media are said to be constructors of reality and give the audience what to think about, hence sometimes dramatize events to suit their house policy (Hall, 1982; Starc, 2007). Starc (2007) notes that journalists play a pivotal role in creating the truth and shaping the social reality .thus, Hall (1982) assertion that the media gives us what and how to think, if someone then tells one what to think about then they are depicting a certain thought which one is supposed to side-line with. He further adds that "the media do not simply reflect or reproduce

reality; they define it, by selecting, structuring, shaping and re-presenting reality.” this is without doubt what is happening with the two mainstream newspapers in discussion that have reported negatively on the Chevrons and this has had a negative impact on the supporters since cricket fans are dwindling due to the bad reportage.

2.2.2 Sport and politics

While cricket in Zimbabwe was marred by political interference in 2004 it can be said that it has failed to recover. Muthu (2005) assertion that cricket around the world surging forward “leaving Zimbabwe behind”, in a way, mirrors the fall of the cricketing might of Pakistan clearly shows the disintegration of Zimbabwean cricket over such a short time. The seeds of both these declines can be found in the political and economic circumstances of the country, from which sports and sporting facilities cannot remain disconnected (Muthu, 2005).

Since political interference overtook the game in post 2000 Zimbabwe fewer white players have made it into the Zimbabwean men's cricket team (Almanack 2006; Coltart and Makoni 2004; Muthu 2005; Priyaranjan, 2016). Almanack (2006) reiterates that the most incisive and easy-to-spot consequence of the impact of the Zimbabwean political scenario on its cricket is the disappearance of white players from the team both the Zimbabwe teams of the 1980s and '90s. Nevertheless, Priyaranjan (2016) notes that though the Rhodesia teams that played in South African domestic tournaments before independence, were almost exclusively white. However, that is not in any way to suggest that the disappearance of the whites alone explains the loss in quality (Priyaranjan, 2016). This was because of a boycott white players in the Zimbabwe men's cricket team participated in against the political interference in the selection process. Also the land grabbing by Mugabe regime that led to a boycott since they saw it as an act of dictatorship not democracy. However, opposing the other scholars, Almanack (2006) notes that it is not only the interference of politics in the game in 2004 but also the fact that there has been a lack of quality players. He was pointing to the fact that despite the team having a lot of experience in the likes of Masakadza and Chigumbura the team has failed to win most of their games. Thus it can be concluded that factors such as poor performances from the team has also led to the bad results and not only the involvement of the government in the game.

It was in this political backdrop that Zimbabwean cricket's moment of disintegration occurred in the 2003 World Cup, of which it was a co-host with South Africa, in a match

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against Namibia (Muthu 2005; Priyaranjan, 2016; Du Plessis, 2005). Muthu (2005) points out that Henry Olonga and Andy Flower wore black armbands during their match at the Harare Sports Club to “mourn the death of democracy in Zimbabwe”. Almanack (2006) defined it as a “gesture that generated as much praise as it did outrage and controversy in the home country”. Nasser Hussain, captain of England who had forfeited their match against Zimbabwe in Harare due to security concerns said the sportsmen “have proved to be great men by what they have done”, while *The Times* called it “a powerful blow for sanity, decency and democracy”. This was the trigger to the interference of ZANU PF in the running of the game since their hegemony had been challenged by some of the Zimbabwe men's cricket team. Du Plessis (2005) notes that the government interfered in an attempt to maintain their hegemony but in the process they assassinated the game to its grave. This is without doubt true since the fruits of disaster were planted by the ZANU PF party in the game. However, it can be noted that lack of experienced players soon after the crisis of 2004 can also be said to be a cause of the poor performance from the team itself.

The decline of Zimbabwe's resources and economy under the Mugabe regime has not helped matters at all. In this political and economic turmoil, cricketing facilities have suffered immensely as the economic problems in Zimbabwe make sport luxury and investment very hard (Sunny, 2014; Priyaranjan, 2016; Almanack, 2006). Sunny (2014) submits that the Zimbabwe Cricket board has plunged into a huge debt and its struggling to take care of facilities and from this the Zimbabwean talent pool and training has fallen. In coherent with Sunny (2014), Priyaranjan (2016) postulates that it is also known that the Zimbabwe Cricket board is in a \$19 million debt due to a poor performing economy and this is affecting the game in the country. This is nothing new, but Zimbabwe's position and stature in this constantly changing global cricket is also shifting drastically and the stakes have started to get higher. This shows how deep the crisis in Zimbabwe cricket goes. As if that's not enough the two newspapers in discussion continuously negatively report towards the team piling misery on the team. The researcher during the study established that indeed negative reporting accompanied by the financial crisis the team is in has only helped to worsen the performance of the team.

(Holme ,2004;Muthu, 2005; Sunny 2014) note that Zimbabwe cricket surges behind while others are going forward since the “race card” was thrown into the game by the Zimbabwean government interference. Muthu (2005) is of the view that with these developments in the

game of cricket players, one white and one black, Andy Flower and Henry Olonga protested against the lack of democracy in the country and also questioned government interference in the game. Holme (2004) notes that it is also the same time that 15 white professional players left the team and this has had serious consequences on the team performance. Thus Sunny (2014) assertion that this is nothing new, but Zimbabwe's position and stature in this constantly changing global cricket is also shifting drastically and the stakes have started to get higher. This shows how deep the crisis in Zimbabwe cricket goes as sometimes the players are not paid for long periods of time.

Mano (2005:58) argues that the news media work to "reproduce and reinforce the existing ideological or value system in a given society at a given time." With a lot of literature concerning cricket in Zimbabwe available many scholars (Muthu ,2005; Almanack ,2006; Makoni ,2004; Maganga, 2015) have looked closely at the cricket crisis, performance and race relations in the game in Zimbabwe after 2000. With such vast literature already at ones disposal it is also wise that a closer look at the reporting of the game by mainstream newspapers in discussion, *The Herald* and *DailyNews*.

2.2.3 Media, Ethnicity and Cricket

Ethnicity are the cultural outlooks of societal people that separate them from others. Many scholars (Giddens, 2001; Haralambos, 2004; Muzondiwa and Ndlovu-Gatsheni, 2007) agree that different people have different beliefs. Giddens (2001) submits that people in ethnic settings perceive themselves as culturally distinct from other societal groups and are seen the same way other groups. Haralambos (2004) asserted that ethnicity is the interrelatedness among groups whose members perceive themselves distinctive and these groups are usually hierarchically ranked within societies. He further asserted that in order to develop these ethnic groups there is need for contact with other groups that accept ideas that are culturally different from theirs. It can be noted that ethnicity is more of a group progression of differences and social periphery construction. Basically it is a course of propounding variances, from individual to shared identities, there is component of culture, values, beliefs, and all this communicated through language. This can conclusively depicts a conclusion that language describes ethnic groups.

Zimbabwe has different ethnic groups which can broadly be placed in five groups-the Shona, the Ndebele, other minority languages, whites, mixed and Asians. Ncube, McCracken and

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Haugaa (2013) assert that although Zimbabwe is a virtual pastiche of social and ethnic identities, the nation is mainly polarised between the two dominant ethnic groups: the Shona and the Ndebele. "Shona" is an umbrella term for different linguistic and ethnic groups in Zimbabwe, inclusive of the Karanga, Manyika, Zezuru and Ndau (Muzondiwa and Ndlovu-Gatsheni, 2007). With such vast ethnic groups in Zimbabwe, the two newspapers in discussion tend to report negatively to some of the ethnic groups. *The Herald* has continuously reported negatively about white players especially the ones that boycotted the game in 2004 while the *DailyNews* sympathises with them. This has been influenced by the political economy of the two organisations, *The Herald* which is pro ZANU PF and the *DailyNews* that is anti ZANU PF.

A number of researchers (Carvalho, 2014; Lapchick, 2016) It is said that the media represent different ethnic groups with different lenses. Carvalho (2014) Media representation differs among ethnic groups but it reveals some form of stereotyping marginal society subsets or representation of some ethnic groups more than others. Lapchick (2016) postulates that connection of media and ethnic issues can be presented best by an analysis of how the media has represented different ethnic groups that is whether there is reportage equality of stories or whether there is bias or predisposition to a certain ethnic group. There are different ethnic groups in Zimbabwe which are mainly composed of the Shona, the Ndebele, other minority languages, whites, mixed and Asians. Nevertheless, in concern with cricket, the media covers all local ethnic groups as blacks, whites and Asians as collectively whites. In the question in discussion, *The Herald* has continuously negatively reported towards the minority cricket playing whites. They have been viewed as Traitors that abandoned the team during it hour of need. Players such as Kyle Jarvis, Brendon Taylor and PJ Moor have been labelled as traitors for refusing to play for Zimbabwe cricket team for much better paying contracts. On the contrary, *DailyNews* seem to sympathise with the white minority that are involved in the game of cricket despite being labelled as traitors after the 2004 mass exodus of white professional cricket players from the Zimbabwe cricket team

The newspapers in discussion have played a role in the portrayal of the Zimbabwe men's cricket team as failures and a shame to national pride. Ethnic struggles have been in existent in Zimbabwe since the post-colonial era and have lived to present (Moyo, 2003; Ranger, 2004; Waldahl, 2005; Dombo, 2014; Ndlovu-Gatsheni, 2012). Cricket is more than just a game in Zimbabwe; it became a podium for showcasing ethnic issues in post 2000

Zimbabwe. Zimbabwean inter-ethnic struggles between the blacks and the whites that surfaced during the Third Chimurenga known as Hondo yeminda can be mirrored directly to the game of cricket in Zimbabwe. Dombo (2014) submits that the ruling party always use the public media to air their views concerning the “white settlers” danger of toppling the ruling party in an effort to please the west. Whites in the Zimbabwean men's cricket team have been always viewed by the ruling party as traitors since the mass exodus of 14 white players from the team in 2004.

Renowned scholars in the field on race relations (Stodolska, 2013; Shinew, 2015; Myron Floyd and Walker, 2016) have pointed out how the media, ethnicity and race are linked in sport. Stodolska (2013) notes that ethnicity, race and sport has historical roots especially when whites and blacks are involved. Myron-Floyd and Walker (2016). Further postulate that with different ethnic groups and race in one team, racism and ethnicity is inevitable. This is evident enough in the Zimbabwe men's cricket team were the ruling party has blamed whites for racially abusing blacks in pre 2000 Zimbabwe since the team was almost whites.

The two newspapers in discussion have played a major role in the portrayal of the Zimbabwe cricket team as a balanced team in terms of different ethnic groups. Du Plessis (2005) notes that the Zimbabwe men's cricket team consist mainly of Shona's then whites followed by the Ndebele. This from this one can see that the team tries to maintain a form of balance in the team. However, the mainstream newspapers in discussion have tried to dispute this. The *DailyNews* seek to maintain that the team should be chosen on merit rather than skin colour. This was questioned after the then ZANU PF party member Temba Mliswa questioned why the cricket team had a white captain years after independence. On the other hand, The Herald maintain that the team should include all the ethnic groups.

2.2.4 The construction of cricket stars by the media

Media has turned out to be influential enough to make or break a character; it has the capability to form identities and images. Many scholars (Chari, 2009, 2010, 2013; Vambe, 2007; Chuma, 2008) note that media framing or construction has been part and parcel of the Zimbabwean media. Chuma (2008) reiterates that framing of identities by the media is all but a strategy to influence how the audience think. Media now has the traditional spot of society and family and constructing identities. Gitlin (1980) submits that identity can be defined as a State of being a specified person or thing: individuality or personality and the media are at the

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centre of creating identities. This depicts that something that happens to a person can both be changed and maintained. The study seeks to illuminate on how *The Herald* and the *DailyNews* have framed the current crop of players as failures rather than stars.

Through star profiles, posters, interviews, and certain disclosure, media builds cricket heroes from nothing. It has been noted that over the years that the media use framing when issues concerning audience interests are reported (Pindayi, 2010; Gandiwa, 2014). Pindayi (2010) postulates that when this process of framing happens the media tends to choose sides. Gandiwa (2014) notes that this process of framing might be positive or negative depending on the editorial policy. Fans associate themselves with cricket star figures by envisaging themselves being Sachin Tendulkar, Alastair Cook and Kagitso Rabada among other stars, they even go on put posters on their house walls showing the influence of media in cricket star figure construction. To a certain extend pop stars are a symbolic driver to which deem to understand themselves through, by so doing they partly shape their personalities in line with the alleged preferences, (Willis 1990).

The invisible hand of the media has built cricket heroes, villains and fools. The term hero is generated from a Greek word meaning “person distinguished for courage, fortitude or deeds”, its meaning is adaptable between culture and through time (Van de Berg 1998). Harris (1994) propounds that factual heroes have societal and moral responsibilities. “Sporting heroes resemble each other and they differ from each other. They have mutual assets like willpower and nerve but they also have national and societal characteristics”, (Holt, 1994). Holt et al. (1996, p.5) added that “a sport without a hero is like a helmet without the prince”. The same applies to Zimbabwe cricket which has no star figures hence being purported as a bunch of cricket villains and failures due to continuous poor results.

Researchers in the media field (Chuma 2008; Chari, 2010, 2013; Pindayi 2010; Gandiwa 2014) agree that the media have the power to create reality in the public sphere. Chari (2010) concludes that the media have the power to manufacture reality. However, despite being in agreement with the mentioned scholars, Gandiwa (2014) notes that even if the media are constructors of reality, it should be noted that the audience can draw conclusions since they are not passive. This is evident in the two mainstream newspapers in discussion that have managed to create cricket villains. Zimbabwe men's cricket team players have been constructed as failures rather than heroes by both *The Herald* and *DailyNews* due to some bad

results associated with the team. Hence Gill Lines (2001) assertion that what the reader gets to see, read and hear about is linked and augmented by the camera angles, gossip columns, replays, chat shows, replays and other drills which guarantee that the sport star figure image progresses over selected real life constructions, is without doubt true.

The concerned newspapers that is the *DailyNews* and *The Herald* in discussion have widely covered games in which the Zimbabwean cricket team have taken part in. most of the cricket games have been covered by the *DailyNews* through reporter Austin Karonga covering mainly on team performance and results. In one of his article he referred the team as *doomed* (*DailyNews* 17 June 2016). Zimbabwe had lost a One Day International match the previous day and that story was published by the *DailyNews* the following day clearly showing the unkind words the press has for the team. A loss in the hands of one of the best cricket nations, India, did no settle with the country's largest daily newspaper in Zimbabwe (*Herald* 16 June 2016). Also the continual bad result retention by the team has upset many people and the *DailyNews* took it upon itself to reveal this to the world as the team was referred to as *doomed* (*DailyNews* 17 June 2016).

The story in the *DailyNews* framed the Zimbabwean cricket team loss as a continual routine for the team yet in reality the team has won some of its matches over the recent period (*DailyNews* 15 July 2016). To spice up the report *The Herald* went on refer the team's loss to India "huge and disgracing".

It is within this reporting context that the researcher seeks to explore how the construction of the Chevrons is done by the two newspapers in discussion since most studies have mainly focused on issues concerning politics (Ndelela, 2005; Shaw, 2008).

2.3 Theoretical Framework

2.3.1 Framing

The model of framing is directly connected to the Agenda-setting custom escalating the research through centring on the principle of the existing concerns rather than a specific topic. "To frame is to select some aspects of perspective reality and make them more salient in a communicating text, in such a way to promote a particular problem definition, casual interpretation, moral evaluation or treatment recommendation" (Entman 1993). The fundamentals of the framing theory are that the media concentrates on certain events hence

placing them within a field of meaning. Framing is an important topic since it can have a big influence and therefore the concept of framing expanded to organizations as well.

Framing theory shows how a phenomena is presented to the audience (called “the frame”) impacts the selections people make on how to process that information. Frames are constructs that graft to shape or construct a communication connotation. The most common use of frames is in terms of the frame the news or media place on the data they bear. They are perceived to inspire the opinion on the news by the audience, in this way it could be construed as a method of succeeding equal agenda-setting (Goffman and Erving, 1974)

Framing can be defined as a procedure by which people nature a specific conception about a topic or reorient what they are thinking about. In accordance to that quintessence an issue can be seen from different angles and be assembled as having inferences for numerous values and reflections (Chong and Druckman 2007). It is seen as an act of making fabricated evidence towards an innocent person so that they seem shamefaced. Framing is the way in which data or news is offered to the audience. The theory centres on muscle of the media on choosing and influencing what text should be dispersed to the audience. With intent the media parcels information to the mass, influencing community assertion by placing certain agendas to the community.

Framing as argued by Entman (1993:52) is choice of “some facets of an alleged actuality and making them significant in an interactive text, in a way to uphold a certain problem depiction, causal explanation, ethical appraisal and treatment reference for the described item.” Vreese et al (2001) asserts that a frame is commonly used to choose, underline and arrange some facets of authenticity while not including others. When it comes to framing, power is inherent (Entman 1993). The way a topic is branded in news reports can have a sway on how audiences will take it. (Sceufele and Tewksbury 2007:10)

Framing is seen as both a macro-level and micro-level construct as propounded by Scheufele and Tewksbury (2007). They claim it “refers to ways of presentation that journalists and other communicators use to present information in a form that rings in line with standing essential schemas among their audiences”, that is macro-construct framing, (Scheufele and Tewksbury 2007). Schemas’ are mentally stored bands of thoughts that direct people in the handling of information. In relation to this scenario, people are now used to negative reporting towards the Chevrons, schemas stored in their minds quickly judge the team as

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failures. This is because of various articles the newspapers in discussion have done before that has changed readers' perception towards the team.

The macro-construct view of framing is critical for this study because the framing of the chevrons by the newspapers in discussion without doubt has had negative impacts on the supporters of the gentleman's game in Zimbabwe. Goffman, (1974) defined framing as an "interpretation schemata" that allows people to "discover, observe, identify and tag" life incidences. The two newspapers *The Herald* and *DailyNews* frame images about the Zimbabwe men's cricket team in a way that will demotivate followers.

The theory centres on the relationship between the rate at which media cover a story and the extent to which the audience consider it relevant and scenario applicable. However due to publishing discretion within media houses, the newspapers are discerning in reporting the news. News agents' act as gatekeepers who select what to publish and what not to hence the public understanding is consequential to agenda settings through news framing (Kwaramba, 2000).

De Vreese (2005) contends that in framing processes, frames are both sovereign and reliant on variables. Reliant variables media frames are results of organisational burdens, journalistic practices and elite discourse. The mass media use frames in their everyday reporting, hence organises day to day factuality's (Tuchman, 1978). Framing is spread conceptualization of an event" (Entman, 1993), he goes on to state that framing is largely related to biasness and bias is "a constant pattern in which the framing of facilitated communication that stimulate one side of a conflict over the use of muscle by government.

Media frames are said to be "centralised forming concepts or story line that gives a connotation to an unfolding event. The frame proposes cause of debate, importance of issue at hand", (Gamson and Modigliani 1987:143). Thus the media through news frames has the power to turn meaningless and non-recognizable events into big issues, for example the *DailyNews* wrote about Zimbabwe's loss to Afghanistan as a disgrace and *The Herald* even went further by writing the story twice in week. The mass media sets the tone of what to think of and how to think to the audience, and how to interpret events, The theory is relevant to this study, as the researcher looks at how the two mainstream newspapers, *Herald* and the *DailyNews* operate and how they make use on news frames in maintaining the failure of the Zimbabwe men's cricket team.

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The researcher found the theory relevant to the study as the two newspapers have ignored positive issues that have been part and parcel of the Chevrons for instance the strides being made by individuals in the team as that is helping the team to grow in confidence and experience. Carvalho (2014) submits that the way people set an agenda on their personal matters is typical of how the media also deposit the agenda for the mass through stories and topics to think about and their perceptions towards the team. Drawing examples from the political side, the media in Zimbabwe concentrates on reporting issues to do with the presidential succession rather putting less focus on reporting the economic meltdown being experienced in the country. The Media have set the agenda on what the mass should think about whilst giving a blind eye on necessities such as jobs, food, and health.

The theory sees the media as an all-powerful agent to a passive inert mass. The theory has been criticized for considering audience views to be not important. It is therefore of paramount importance to understand why *The Herald* and *DailyNews* sports reporters selectively give preference to some topical issues while neglecting others. The theory implies that if an audience is continually exposed to the same content they develop a feeling that the same issues are of key significance. However, media may not be competent as the theory assumes since an audience may not be well-versed and considerate.

2.3.2 Political economy of the media

Political Herman and Chomsky (1988) postulate that political economy deals with factors of ownership and control and major funding mechanisms. This implies that ownership and control leads to the manipulation of media content by those who have the financial power and political power. Political economy has an influence on the output of news in the media industry, what to be published and what is not to be published (Schudson, 1989). Mosco (1996) submits that political economy of the media studies social processes and looks at the production and dissemination of news. Gurevitch (2000:73) notes that political economy of the media is "...interested in seeing how the making and taking of meaning is shaped at every level by the structured asymmetries in social relations. Thus looking at the two mainstream newspapers in discussion, the political economy of the two organisations determine how the Chevrons are framed in attempt to present the team as failures.

Political economy is essentially the study of the politics of economic relations. The term itself is somewhat ambiguous and can have varying meanings across different disciplines.

Political economy almost always performs its analysis from a Marxist perspective. According to Murdock and Golding cited in Curran and Gurvitch (2005), political economy keeps its “distance from the liberal pluralist tradition of analysis with its broad acceptance of the central workings of advanced capitalist societies.” Political economy is said to be the study of economics in relation to the media.

Media ownership and control in most of the developing countries are embedded in politics and this has an effect on the content that the audiences get from the media. This is without doubt applicable in the scenario of *The Herald* and *DailyNews* since reportage concerning cricket is marred by political discourses. *The Herald* when reporting about the cricket crisis in Zimbabwe they never mention the involvement of ZANU PF in the crisis even though it is no secret that ZANU PF got involved in the selection process of the team in 2004. This is so since ZANU PF owns the means of control in *The Herald*. This also applies to the *DailyNews* that is in line with the most opposition parties in Zimbabwe always link the cricket crisis to the interference of ZANU PF in the running of the game in 2004. This is done so that the opposition parties that play a part in funding the *DailyNews*. Thus ownership and control plays a pivotal role in how news is framed so as to please the hand that feeds the organisation as shown in the discussion.

It should also be noted that political economy of the media according to Golding (2000) political economy of the media is interested in how meaning is created at every level of society. Thus one can say that political economy of the media is interested in how communication is structured in society. Hence the two newspapers in this study frame news in way that is determined by who funds who and for what purpose as has been shown in the discussion.

2.3.3 Conclusion

The chapter has managed to discuss and present reviewed literature that is relevant to the forgoing study. Informing theories that also help in this study have been discussed. The following chapter will now focus on the methods of data gathering as well as data analysis techniques.

CHAPTER 3

Research Methods and Methodology

3.1 Introduction

The chapter discussed the research strategies and procedures that the researcher used in the gathering of relevant data used in the study as well as analysis and presentation. It also justifies how and why data was used for this study. Methods are a set of procedures and techniques for gathering and analysing data and Methodology is a way of thinking about and studying social reality (Strauss, Anselm, Corbin, Juliet 1998).

3.2 Methodology

Research Methodology is a narration of all techniques and actions the researcher undertakes in the period a study is done. All academic researches require a methodology to reach prompt conclusion”, (Haralambos and Holborn 2005: 38). The study examined two daily mainstream newspapers one which is publicly owned, *The Herald* and the privately owned *DailyNews*. The researcher chose the two because of their dominance in covering cricket news concerning the Zimbabwean men's cricket team and also for the fact that they differ in their ownership and they compete against each other, hence this brings efficiency in my research.

Methodologies are the policies, plans of action, procedures or strategies lying behind the choice and use of specific systems in a study while methods emphasises on the techniques or processes used to gather and analyse research information (Nudzor 2009). Creswell (2003) asserts that methodology as a plan of action that connects methods with research results while guiding and governing choice of research methods that can be ethnography, experimental research or survey research. Qualitative research design consist of many methods such as the use of questionnaires, interviews and focus group. However, in this study the researcher used the online archival research method. Online archival research method is used when one is investigating a past phenomenon that happened before but relevant in a current research (Nudzor 2009). Lewin (2013) notes that archival research is a primary research method that is used by researchers to get evidence from the original documents stored in archives. In this study the researcher resorted to the use of critical discourse analysis to unravel the question in discussion. Critical discourse analysis has been defined as an approach to the study of how language is used to construct meaning in the discourse of the society (Van Dijk 2005). The

researcher in this study used the two in an attempt to unpack how the Zimbabwe men's cricket team is constructed by the two newspapers in discussion.

3.3 Unit of Analysis

Unit analysis is the slightest division of a purported analysis (Babbie 2003). It can either be a symbol, word, theme or a story. According to Gunter (2000), a unit of analysis is the entity to be used when doing an analysis. In this study the researcher made use of newspaper articles from the *DailyNews* and *The Herald* that report on the Zimbabwe men's cricket team. The researcher did apply the unit analysis approach in the articles so as to analyse the wording that is used by reporters from the above mentioned newspapers when reporting issues pertaining to the Zimbabwe men's cricket team.

3.4 Sampling Methods

According to Cochran (1963), Sampling is a process in which a section of the information is sourced from a bigger set of data and outcomes deduced from the sample are applicable to the whole group. This is the priorities and fundamentals taken into consideration before one engages into a study or research. Sampling is a process is the criteria used in choosing relevant study participants to either be questioned or observed (Kumar 2011).

It includes the selection of individuals from a finite population relevant to the study and producing results that can be related to the whole population, (Battaglia 2008). A sample is any group from which research data is obtained from however researchers' reach a conclusion about a large group using this sample). Hence in this research the target population is *The Herald* and *DailyNews* articles to do with the Zimbabwean men's cricket team looking at the framing of the Chevrons. Oppong (2003) asserted that sampling is a process of selecting individuals' or people as study subjects that provides relevant information to be used for the study at hand. McMichael (2008) postulated that most scholars that this is most relevant in qualitative research designs. It is appropriate for this study because as Patton in Coyne (1997) notes, it selects information-rich cases. In this case sampling will be used in the study of *The Herald* and *DailyNews* sport articles particularly articles focusing on the framing of the penalty chevrons.

3.5 Purposive Sampling

Purposive sampling is also known as judgemental sampling and is a non-probability sampling technique. The researcher uses personal expertise judgement on whom to include in the sampling process, (Fair fax Country 2014). There is use of prior knowledge on selection of respondents and elements to be sampled, for example one can make use of previous census data. There is use of personal judgement on whom to include as an informant unlike coming up with sample elements randomly. The rationale of using purposive sampling is to have a study outcome that is representative of the population, (Battaglia 2008). Hence in this case the researcher drew results from reporters from the newspapers in discussion, *The Herald* and *DailyNews*. This was very helpful since it managed to bring out differences in response among the people involved in the study. This clearly shows the importance of purposive sampling in this study.

This sampling method was very important in this study since the samples selected managed to shed light on the issue of reportage of the Zimbabwean men's cricket team the researcher was looking at. Articles such as *The Herald* issue of Herald 16 June 2016 titled Are these the worst chevrons which referred to the Chevrons as a team made up of losers and *DailyNews* issue of 17 June 2016 in an article titled *Zim cricket doomed* in which they referred to the team as a team that only fulfils fixtures.

The researcher in this study purposively selected sport articles in *The Herald* and *DailyNews* that had to do with the Chevrons during the period January 2016 to October 2016. This managed to help the researcher to have a better knowledge of the question in discussion. Purposive sampling ensured the most appropriate and relevant news articles which encompassed the discourse behind the construction of the Zimbabwe men's cricket team. This enabled the researcher to have a broader array of knowledge in addressing the problem statement of the study.

3.6 Methods of Data Gathering

Different data collection techniques are used by researchers to collect data, this study made use of archival researches during data collection. Primary data includes information collected by the researcher during the study work that may be for example first-hand information from interviews or raw data from respondents,

3.6.1 Archival Research

According to Marshall (2006) archival data consists of consistently collected records of a society, ethnic group or organisation. He goes further to purport that it includes skimming of current newspapers and websites and is also suitable for imaging the values, norms and beliefs of participants.

Archival research methods are commonly used in the study of historical documents, that is past documents providing information that we do not have regarding a current research problem at hand, (Ventresca and Mohr 2011). This information gathering method emphasises on a wide range activities used to enable the study of produced documents and textual materials. The researcher in this study used cricket articles from *The Herald* and the *DailyNews* from the period of January 2016 stretching to October 2016. Since the archives of the two newspapers houses a lot of articles concerning the Zimbabwe men's cricket team ,the researcher made use of articles so as to give a more accurate and conclusive study. Though audio and video footage is also found in the archives of *The Herald* and *DailyNews*, the researcher only used text in this study in an attempt to get adequate information on how the Zimbabwe men's cricket team is constructed in the newspapers in discussion concerning on how they frame the Zimbabwe men's cricket team from January 2016 to October 2016. Also, article text from the archives of the above newspapers was used to answer the main research question of the problem in discussion. The authenticity of primary archival material gave credibility and validity to the overall research findings thereby addressing the research question and objectives of the study.

Frankfort-Nachmias and Nachmias (2008) argue that the mass media constitute the most easily available source of data for social science research. This is because their editions are now found online like in this case *The Herald* and *DailyNews* have gone digital hence are found online. This means the articles the researcher used were all taken from the online archives of the two mainstream newspapers in discussion. Archival research is vital since it serves time for the researcher since the articles are found online since the two newspapers have gone digital. Also, it saves time, money and effort of the researcher. Archival research gives the researcher ample time since the articles are always readily available online and has no reason to visit the physical archive for information.

3.7 Methods of Data Analysis

3.7.1 Critical Discourse Analysis

Van Dijk (2001) postulated that critical discourse analysis probes how social muscle, inequity and domination come to be, replicated and repelled by talk and text on political and social perspective. According to Wodak (2002), the interaction between perspective and statement is shared. Van Dijk (2001) explains discourse as a social exercise which causes a dialectical connection between discursive events among all situations, social structures which they are framed from. Critical scholars are usually attentive to the way in which disclosure results in domination, that is supremacy or power manipulation by certain groups towards others. There is also more concern on how the groups may rebel power abuse by certain groups directed towards them.

A study by Fairclough and Wodak (1997) came up with the core tenets of critical disclosure analysis. They claimed that the study settled social snags finding that power or authority relationships are discursive and that discourse is ideological and historical. The scholars also found that the relationship between society and text is facilitated. Discourse analysis nature is explanatory and interpretative hence for such a typical study discourse should be seen as a social action form. Thus in this study the researcher used critical discourse analysis to evaluate this dialectical link to analyse the relationship between the construction of the Zimbabwe men's cricket team in the newspapers in discussion.

Critical discourse analysis focuses on the means of which certain discourse constructions are used in creation of social supremacy, in conversations, film, news articles among other media agents. In this study critical discourse analysis was used to reveal hidden meanings in newspaper articles from *The Herald* and *DailyNews* to establish how they construct the Zimbabwean men's cricket.

According to Berger and Luckerman (1996), News discourses' reflects social reality in a way known as construction of social reality. Critical disclosure analysis also digs into language use in media text and semiotics. CDA was used in this research to explain and understand how language can represent, frame and build disclosures in the coverage of the Zimbabwean men's cricket team in the two newspapers *The Herald* and *DailyNews*.

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CDA focuses on the means at which discourse structures are used in creation of social supremacy in conversations, news articles and film among other media agents. In the study CDA was deployed to reveal hidden meanings in newspaper articles from *The Herald* and *DailyNews* and to establish how they construct and represent the Chevrons.

This analysis was relevant to the study in finding out the connotative and denotative meanings associated with sport news articles that amplified the Zimbabwe men's cricket team. The method was relevant in analysing the aims behind the use of language that denigrates the Chevrons as push overs even though they have shown signs of brilliance over the years. In addition, Critical discourse analysis was therefore suitable for this study since the researcher explored the discourse employed by *The Herald* and *DailyNews* in framing the Zimbabwe men's cricket team from January 2016 to October 2016.

Also, when one is looking at critical discourse analysis, content analysis should also be taken into consideration. According to Krippendorff (2004), Content analysis is a research technique used to make replicable and effective inferences from texts to the perspectives of relevant use. According to McNamara (2005), this analysis is used to research a series of texts collected through interviews, film reviews, television programs, advertising content of newspapers and magazines among others. Variables categorised under text such as signs, sound, symbols, videos and work of art among others are also to be encompassed as data for content analysis. This method was developed by Lasswell in 1927, it rose as a form of systematic approach to mass media research that was originally for the study of propaganda and it became widespread from the 1920s and early 1930s as media communiqué content continued to expand. Content analysis research technique is centred on gaging the aggregate of a phenomena that may be for example violence, negative portrayals of albinos in a typical sample of some mass-mediated common form of art.

In this study, the researcher made use of critical discourse analysis and content analysis to interpret the articles in *The Herald* and *DailyNews*. The researcher used CDA to unravel the meaning that was attached to the words in articles that had to do with the Chevrons. The researcher used this approach so as to identify how the team is constructed by the two mainstream newspapers in discussion. Also content analysis was made use of by the researcher in this study. Content analysis was used to analyse the text that was used by reporters of the two newspapers in discussion when they wrote articles to do with the

Chevrons. Text was deeply analysed by the researcher in this study to see how the Chevrons were signified as failures by the text used in the articles of both *The Herald* and *DailyNews*. Since meaning is encrypted in the text, content analysis was vital in this study since text was analysed so as to bring out meaning in the articles that dispassionately reported towards the Chevrons.

3.8 Ethical Considerations

Qualitative methods was used by the researcher and the use of critical discourse analysis was also used during the period of the study by the researcher. As a supporter of the Zimbabwe men's cricket team the researcher was reflexive throughout the study. Reflexivity "means that the researcher should continually take stock of individual actions and role in the research process, and put this through the same critical analysis as the rest of the information" (Mason, 2002).

3.9 Conclusion

The chapter focused on how the researcher collected data for this study as well as methods of data analysis and how the research was conducted. Hence, it shows how the researcher comes into contact with relevant information for the study. The next chapter focuses on the analysis of the organisations under study, *The Herald* and *DailyNews*.

CHAPTER 4

Political Economy and Organisational analysis

4.1 Introduction

The chapter looks at the two organisations of the two mainstream newspapers under study, thus *The Herald* and *DailyNews*. The chapter gives an analysis of the two organisations structures, ownership and control and their core businesses.

“Political” as term originates from a Greek term “Polos” for city-state. According to Mosco (1996) political economy arose from house management hence political household. Political economy looks into social relationships that is predominantly the relationships that reciprocally institute the production, dissemination and resource consumption. It is the research study of power relationships among entrepreneur enterprises and civic inclusion in the dissemination, production and consumption of media output (Curran and Gurevitch, 2000).

Herman and Chomsky (1988) postulate that political economy deals with factors of ownership and control and major funding mechanisms. This implies that ownership and control leads to the manipulation of media content by those who have the financial power and political power. Political economy has an influence on the output of news in the media industry, what to be published and what is not to be published (Schudson, 1989). The below analysis will depict how the organisations in discussion, *The Herald* and *DailyNews* political economy influences how the two newspapers construct the Zimbabwe men's cricket team in their articles. The below also seeks to explore the reasons why the two organisations frame the Zimbabwe men's cricket team the way they do.

4.2 The Herald

4.2.1 Historical background and political economy

With the colonisation of Rhodesia in September 1890, in 1891 William Fairbridge under the instruction of Dormer established the Mashonaland Herald and Zambezia Times (Mararike, 1998). Dormer owned Argus press that was based in South Africa. With the need for support across the Limpopo Rhodes had purchased Argus Press on behalf of Dormer who was his friend. In return Dormer promised to give Rhodes political leverage in Rhodesia.

In 1892 the paper became a printed newspaper that circulated in the Mashonaland province. Moyo (2005) submits that in 1892 the paper became a printed newspaper and was named the Rhodesia Herald. It has to be noted that all involved in the running of the newspaper were Rhodes and Dormer friends or those people who had helped in the colonisation of Zimbabwe. Hence, glory seekers that were interested in serving the interests of Britain and Rhodes established the media in Rhodesia not qualified journalists (Mararike, 1998; Moyo, 2005). Thus from this once can clearly see that Rhodes and Britain had to be portrayed in a positive manner at all costs since he was the one funding the Rhodesia Herald.

The Rhodesian Herald served the white minority group, hence Anderson (1983) notes that the Rhodesian Herald served the economic interests of Rhodes in the country between the Zambezi and Limpopo rivers and at the same time advocating for white supremacy.

With the attainment of independence from Britain in 1980, the Zimbabwean government under Robert Mugabe became the major shareholder in the newspaper (Moyo, 2003; Mararike, 1998). This attainment of major shares in *The Herald* by the ZANU PF government was made possible from a grant of US\$ 6 Million from the Nigerian government. With this attainment of shares in *The Herald* the Zimbabwean government was quick to setup the Zimbabwe Mass Media Trust (ZMMT) that was to act as mediator between the government of Zimbabwe and the media. Even though it acted as a mediator between the government and the media, ZMMT consisted of members who were affiliated to ZANU PF thus they served the interest of the ZANU PF government. Anderson (1983) links the ZMMT to the way the media was structured in Rhodesia since it also served the interests of the white minority group.

4.1.1 Funding Mechanism

Therefore, from the above it can be noted that this chapter is interested in the ownership and control of *The Herald*. This ownership and control of the media can also be referred to as political economy. Political economy looks at social relations, that is predominantly the relationships that reciprocally institute the production, dissemination and resource consumption (Mosco, 2009).

The same can be denoted from the colonial Rhodes era to the standing Mugabe regime era that media a power tool and is put in the trusted hands of ZANU PF loyalists with the

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intention of getting personal interest served. Cecil John Rhodes delegated his most trusted companions Dormer and Fairbridge to help protect government interest through the use of the media. This is the same with the Mugabe regime where a ZANU PF member is elected as the minister of Information and Publicity in an effort to put the media under monitoring so as to protect and serve the interests of ZANU PF.

The funding mechanism of any organisation or a country is known as the political economy of a country or organisation. According to Mosco (2009), Political economy looks into social relationships that is predominantly the relationships that reciprocally institute the production, dissemination and resource consumption. The scholar further articulated a generalised definition in which he described it as a study of regulation and existence in social life. The political economy of the media organisations in Zimbabwe have relationships with people in political parties. In post-independence in Zimbabwe, the ruling party ZANU-PF has been using Zimpapers as a hegemony maintenance tool mainly through maintaining itself as the newspapers' major shareholder. The configuration of political parties and media houses has made press freedom of expression virtual to a given social economic and political circumstance you are in and relation to the existence of others.

The government as the dominant shareholder of the newspaper has unmatched impact on editorial policy and newspaper content, (McManus 1996). With the government being the major shareholder in Zimpapers they can easily influence the newspaper content without any contention as the one who owns the means of media also owns the mental production. Other organisations who own a sizable stake within Zimpapers are Old Mutual, NASSA, and South wind Investments. Advertising which is also a major financing tool of a newspaper also plays a vital part in the sustainability of the newspaper.

According to Munyuki (2013), *The Herald* enjoys the largest market share in the Zimbabwe newspaper industry, it is largely funded by a number of institutions that include mainly the government and other organisations mentioned above. The government injected a total of US\$20 million through a grant facilitated from the Nigerian government in 1980. The company is also listed on the Zimbabwe stock exchange. The company also generates income through commercial printing that is book printing, security documents and continuous stationery. Through advertising the newspaper gets high amounts of income hence making it the financing backbone. At average the company sales over 50 000 copies per day hence

contributing a large significant income cake to the coffers. The below shows the shareholding structure of the news day.

Shareholder Structure

Shareholder Name	% Total Issued Shares
Government of Zimbabwe	51, 09
Old Mutual life Assurance Co Zimbabwe	19, 10
National Social Security Authority	3, 76
EFE Securities Nominees	2, 79
Zimbabwe Newspapers Pension Fund	2, 28
Waughco Nominees (Pvt) Ltd	1, 29
ZWM Nominees (Pvt) Ltd	1, 24
FS Nominees (Pvt) Ltd	0, 93
Nyamb's Investment (Pvt) Ltd	0, 93
Edwards Nominees (Pvt) Ltd	0, 91
Other	15, 68
Total issued shares	100 %

4.1.2 Mission Statement

The primary mission of Zimpapers Company are the production, newspaper printing and packaging of products. The mission of the company also includes product packaging and publishing services with the aim of value addition service to the paper's stakeholders that includes the employees, customer and shareholders.

4.1.3 Core values

Newspapers under the Zimpapers media house are public owned hence they should produce stories serving public interests'. The core values of Zimpapers include production of quality products and services, customer satisfaction, to be profitable as an organisation and producing, good corporate governance and being an equal opportunity employer. However this has proven to be problematic since *The Herald* has proven to serve the interest of ZANU PF and not the interests of the general public.

4.1.4 Organisation's Core Business

Profitability through high income generation like any typical business entity is *The Herald's* core business. However, behind the promotion and allotment of the newspaper is to edify, entertain while at the same time disseminating the message of the major investor that is the Zimbabwe government.

The Herald's core business entails it to make money like any other business entity but the plunge behind the vigorous promotion and allotment of the paper is to edify, inform and entertain and at the same time swell the message of the main investor, which is the government of the Republic of Zimbabwe. The key assent of the newspaper is to collect, process and distribute information concerning numerous issues across all regions of the country where the newspaper circulates to raise awareness among the members of the society about their day to day proceedings.

The newspaper also sells the audience to the advertisers who are of paramount importance to the survival of the business. *The Herald* bills itself as "The nation's most popular newspaper" which serves as the eyes and ears of the society. However, this is also problematic since the interests of ZANU PF are only served and the newspaper has stopped to be the eyes and ears of the society in an attempt to cover up for the government flows.

4.2 Organisational structure

4.2.1 The Editor

At the helm of *The Herald* newspaper is Ceaser Zvayi to take care of the day to day running of the firm. He reports to Pikirai Deketeke who is the Editor In Chief. According to Hubbard (1999) an editor is an individual employed by a newspaper company to make decisions on

selection of stories to be printed and not to be published. An editor in chief of a newspaper gives commands to all the editors down the hierarchy chain of command, (Newbold, 1995). The given position within the firm is appointed by the Ministry of Information and Publicity and has to a proven affiliate of the government so as to make sure he or she would serve government interest, Therefore, the news editor of *The Herald* makes sure that cricket news in the paper will always blame the mass exodus of white players during the Land grabs of 2000. Hence the editor guarantees alignment of disseminated information with the biased editorial policy towards ZANU PF. This is all done so that the Hegemony of ZANU PF is maintained at all cost even if it means that some images are constructed in a negative way. Herman and Chomsky (1988) submit that news editors always use the propaganda filters in the production of news. This without doubt clear show that the editors will always 'gate keep' some of the news so as to serve the interest of ZANU PF hence trying to shape the audiences thoughts in line with the ZANU PF hegemony.

4.2.2 The Deputy Editor

The deputy editor of *The Herald* Innocent Gore reports to the editor in chief. The deputy is responsible to carryout chief editorial roles and duties in the absence of the editor in chief. He is the editor's wingman in making decisions as he proffers ideas to the editor in chief hence they work together in the in the gate keeping and framing process aimed towards a achieving the organisation's goals(Waldahl, 2004). They also influence reporters on the manner in which they frame issues, sport articles included in order to protect their interests as well as protecting the interests of those whom they support. This therefore implies that the deputy editor of *The Herald* is also responsible for setting an agenda and also involved in the process of get keeping information concerning the Zimbabwe men's cricket team. All in all the deputy editor is there to make sure that reportage concerning the Zimbabwe men's cricket is put in a way that make them a group of failures and at the same time maintain the ZANU PF hegemony.

4.2.3 News Editor

The news editor Herbert Zharare, is in authority to assigning reporters on public diaries in relation to their news beats. News editors are placed under different news desks that include arts, farming, religion, sport, business, culture and entertainment. For these desks to succeed, news editors and line editors have to be a good team to ensure the production of quality news

that suits the editorial policy of *The Herald*. The news editor also plays a pivotal role in the gate keeping process and agenda setting. Other duties of the editor is to set deadlines for reporters pertaining their beats and setting up diary meetings to influence news production on behalf of his/her superiors. The editor assigns reports on what to look at through the news editor. He gets authority and directions of duty of the higher hierarchies therefore there is maintenance of the government interests on all stages of media production.

4.2.4 Senior Sports Editor

The senior sports editor for *The Herald* is Robson Sharuko and he reports to the deputy editor. Sharuko has been in *The Herald* system for a very longtime and is well vexed in the editorial policy of Zimpapers. Sharuko makes sure that all sport related stories written in the newspaper are in line with the given editorial policy that is never to compromise the maintenance of ZANU PF hegemony. This has got an influence on the manner in which the Zimbabwe men's cricket team is framed in the paper by various sport reporters. This had an influence as well on the framing of the Zimbabwe men's cricket team between January 2016 to October 2016. This is without doubt as can be witnessed by the reportage of cricket news since the 2004 protests of the involvement of ZANU PF in the selection of team players. Thus Sharuko as the senior sports editor at *The Herald* plays a pivotal role in how the Chevrons are framed in the paper. The senior sports editor has the authority to give assignments to sports reporters and also has the authority to determine sports stories that see light of the day. Robson Sharuko is also entitled to the 'Sharuko on Saturday' column in the paper.

4.2.5 Sports Editor

The sports editor for *The Herald* is Collin Matiza. He reports to the senior sports editor, that is Robson Sharuko. According to Gleaves (2004), the senior and the editor work as a sole unit inline to attain quality standards in terms of sport news and at the same time maintaining the hegemony of the funder. These two largely influence the way sport reporters frame particular cricket events since they assign the sport reporters to go and cover cricket matches the Zimbabwe men's cricket team is involved in. The sports editors influence the news slant adopted by the sport reporter in reporting about the Zimbabwe men's cricket team. Thus reporters have to serve the interests of the ruling class that is imposed upon them by the

sports editors who also get instructions from the Editor in Chief and the Editor of *The Herald* editors who also get instructions from the Editor in Chief and the Editor of *The Herald*.

4.2.6 Sub-Editors

Sub-editors perform responsibility duties for page layout by allocating space for stories in the newspaper in line with the new beats. They give directives of space division for news and advertisement thus meaning they are space allocating personnel for the newspaper. They also have the duty come up with headlines and by-lines for different news beats. They have the authority to spike a story to any other way in the event they feel the reporter has not been able to give a rightful expression. Since the sub-editors give headlines to stories in various beats including sport, they complement their work by making catchy headlines which lure a reader hence selling more papers. This therefore means that they had an influence on the framing of the Zimbabwe men's cricket team, through headlines which are imbued with dipper meaning in most cases.

4.2.7 Senior Reporters

The Herald being a large newspaper it has a large number of senior reporters who are annually promoted from being junior reporters. Each desk has a mandatory number of senior reporters with the desks consisting as the following; news-five, court-two, sports-three and business desk with two senior reporters. These reporters are considered to be experienced with in the work field hence usually cover the delicate and profound nature stories. This post is usually granted through consideration of length of service offered to the newspaper. They are also assigned to cover stories which require investigative journalism and they usually know result expectations hence they do not usually conflict with the organisation's publication policy.

4.2.8 Junior Reporters

This is a post usually filled with interns and new organisation recruits who are coming straight from school. Morhigan (2015) notes that junior reporters report directly to the senior reporters and they write stories under strict supervision of senior reporters. This is done so their stories would not conflict with the organisation's editorial policy as the new recruits do not have editorial experience hence that may compromise stories they write. These occupy the lowest rank on the hierarchy in the news room. Both senior and junior sport reporters are

central to the framing processes in sport news. Sport reporters go out to cover the Zimbabwe men's cricket team matches but when they enter the newsroom to report about the match the result would tell a story that has been subjected to gate keeping processes resulting in framing of particular cricket incidents. This is influenced by the agenda they want to set in most cases to depict the Chevrons as under performers compared to other cricket playing nations.

4.2.9 Photographers

The Herald newspaper has six photographer. Their duty is to capture photographs that complement the stories that would have been covered by reporters. These photographs are taken simultaneously with the process of capturing a story but however they may live to tell their own story. In making choices over which pictures to accompany stories in the newspaper, the photographers work in hand with the news editors so to make the story and the picture to depict the same story. Thus *The Herald* photographers select pictures that show the conflict in the story in an attempt to suit the editorial policy of *The Herald*. Pictures of the Zimbabwe men's cricket team are usually those of sad and disappointed faces so as to tell a story of a team that always get walloped in their matches. Pictures evoke emotional connections hence they play a pivotal role in the framing of the Zimbabwe men's cricket team. All photographers work under the supervision of a chief photographer who instructs other photographers on various images to take not of and these are usually used to tell a story.

4.2.10 Link with other organisations

The Herald is linked to the government through Zimbabwe Media Commission (ZMC). This is a government body with a responsibility of operation licence issuing to media houses and also annually accrediting journalist fit for the industry. The newspaper abides well to the ZMC demands hence this creates a strong bond between the two entities. This can be evidenced by reduced hustles in renewal of journalist accreditation while list other newspapers journalists experience long process and bureaucracy in the renewal process.

It also has close links with other big companies in the country Netone, Telecel and Econet. This can be witnessed by continual appearance of these companies' national adverts through the newspaper. Being a community newspaper, the newspaper thrives in maintaining a strong relationship with many community stakeholders as they need their services on daily basis for story confirmations. These include the police, hospitals and other community based

institutions. The newspaper also feeds stories to the sister radio station Star FM which is also owned by Zimpapers.

There is an excellent liaison between the paper and its other sister newspapers. This makes it easy for its reporter to cover stories across the whole country, for instance the reporter may not always have to travel to far places like Bulawayo to cover an event. The paper would get the story from the chronicle. One would come across a story in the paper attributed to the Chronicle (Bulawayo Bureau) vis-à-vis (Harare Bureau) in The Chronicle.

All Zimpapers remain in close links with the New Ziana, this is a news agency that provides news services from other districts. New Ziana has widened its prospect, the Zimbabwe Media and Telecoms landscape guide of September 2011 noted that New Ziana inked a collaboration with the Chinese state news agency Xinhua, which sees personnel training and staff exchange. It also gathers International news from other international news agencies such as Al- Jazeera and BBC through the internet. This ensures diversification of news at the same time keeping the people well versed with global happenings .The borrowing of news on the internet has been caused by the lack of funds to collect news from international countries.

4.3 The *DailyNews*

4.3.1 Historical Background and Political Economy

In 1999, a new and vibrant newspaper, the *DailyNews* was established and the dominance of *The Herald* was finally challenged. Chuma (2005) notes that oppositional journalism was finally born in Zimbabwe through the *DailyNews*. Moyo (2005) reiterates that under the Associated Newspapers of Zimbabwe (ANZ), the *DailyNews* revitalised the print industry since it was well resourced with the best technology of that time. This was quite a shocker since most of the newspapers by that time had no new technology but were operating under terrible conditions (Moyo, 2005).

The once Editor of *The Chronicle*, Geoffrey Nyarota partnered with Wilf Mbanga and Africa Media Investment (AMI) a London based media company to establish the *DailyNews* (MISA 2013). Thus, Chuma (2005) submits that the *DailyNews* was being funded by foreign investment in an attempt in an effort to give the Movement for Democratic Change (MDC) popularity in its early years. Hence, it was no coincidence when the newspaper opened its doors for operation the same year the MDC was formed. Mazango (2005) notes that the

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DailyNews acted as a mouth piece of all the oppositional parties since ZANU PF was enjoying its monopoly with *The Herald*.

By keeping ZANU PF on its toes, the *DailyNews* became an enemy to the Zimbabwean government and it had to be dealt with. Moyo (2005) posits that the *DailyNews* was always under threats from the police, war veterans and the central intelligence organisation. In 2001 *DailyNews* offices were raided by a coalition of war veterans led by the late Chenjerai Hunzvi and it was bombed and burned down. ZANU PF got their way in September 2003 when the *DailyNews* was shut down only to be opened again in 2011 (Moyo, 2005 and Chuma, 2008).

It should be noted that when the *DailyNews* was established it was foreign funded as can be supported by the involvement AMI that was based in London. Also, shareholders of the paper include Diamond Insurance Company of Zimbabwe, Inter Market Life Insurance and Southern Life Association and Batanai Capital Finance (Pvt) Ltd.

4.3.2 Funding Mechanism

The *DailyNews* started as a foreign funded newspaper. It exploited the defects of the Zimbabwean registration policy which specified that for one to publish a newspaper he or she has to first register with the Postmaster General. The major shareholders of the newspaper are Diamond Insurance Company of Zimbabwe, Africa media investments and Meditation investments. Other shareholders are Inter market Life Insurance, Dr. Ali Mohamed and Judith Todd, Southern Life Association and Batanai Capital Finance (Pvt) Ltd. Typical of every newspapers, the daily news advertisements are their main source of revenue. Other financing of the ANZ comes from copy sells of the newspaper. The above mentioned organisations contribute to the framing of news in the *DailyNews*. Cricket news is framed in a way that portrays the Zimbabwe men's cricket team as failures and will always link it to the 2003 crisis they blame ZANU PF for.

This chapter gave a detailed analysis of the two daily newspapers under study, Zimpapers run The Herald and ANZ run *DailyNews*. The chapter focused on the organisation's historical background, core business, objectives, funding mechanism, and their links with other organisations. Also highlighted in the chapter are the mission statements, visions and

organizational structure. The next chapter would look highlight on data presentation and analysis.

4.3.3 Vision

ANZ intends to become Zimbabwe's largest and preferred media news provider within the country. According to Cornelissen (2008) a vision also known as a strategic intent is the preferred prospect state of an organisation. The *DailyNews* also seeks to produce balanced, candid and newsworthy stories so as to give reader the best and gain trust of the reader. It wants to be unique and development oriented. ANZ also expects to restraint monopoly in broadcasting by the government run media houses by having a radio and television license to give more choice to the people of Zimbabwe. The newspaper intends to make a magazine which fits the taste difference among the whole population and also by launching a youth magazine. The company wants to make sure it captures all age groups in a variety of media products. This vision can also be problematized since the *DailyNews* sometimes drift from the news in an effort to please the funders of the paper.

4.3.4 Core Values

Core values of any company or organisation are the bases on which workers perform work and act as a conduct guide. These are the rudimentary elements of how workers are obliged to do their work (Danesi, 2006). The newspaper's core values are honest, integrity, hard work and passion for excellence tempered by self-discipline

4.4 Organisational structure

An organisation is a framework of management process with an intention to build an arrangement of responsibilities and positions. This is done through means of which an organisation can carry out its work. An organogram is a drawing or a strategy that gives the names and job titles of all the organization personnel or departments, presenting how they are inter-linked (Cornelissen, 2004).

4.4.1 Editorial staff

Editorial personnel have the duty for coming up with the editorial content of the newspaper. The editorial personnel is steered by the organisational editorial policy in collecting, writing and editing of news. The editorial personnel set the plans in journal meetings and practice

gate keeping in their selection of stories and sources. The aim is to give best news reportage quality that is commendable and not biased.

4.4.2 The Editor -In- Chief

The Editor-In-Chief newspaper gives commands to all the editors down the hierarchy chain of command, (Newbold, 1995). The editorial policy of ANZ has the final decision on which stories to be published in the *DailyNews* newspaper. The editor in chief reviews the newspaper content making suggestions on design and layout. The Editor in chief Jethro Goko is based in South Africa. He has sanctioned the use of a hybrid graphic design method. The editor in chief strides to make sure that the shareholder interests are met. In this case the Editor in Chief of the *DailyNews* makes sure that cricket news concerning the Zimbabwe cricket team is framed in a way that portrays them as failures.

4.4.3 Group Editor

The ANZ's group editor is Stanley Gama. According to Cornelissen (2004), the group editor directly reports to the editor in chief. However all other editor below the group editor in the newsroom hierarchy reports to the group editor who is the link between them and the editor in chief. He has the final stamp on what happens in the editorial department while heading the whole diary meetings. He is also responsible of content in the three newspapers; Weekend Post, the *DailyNews* on Sunday and The *DailyNews*. Like in any daily paper the group editor also monitors consistency and also gate keeps some of the stories in order to serve the interests of the funders. He is also the one who handles the legal battles pertaining lawsuits filed against the newspapers. He also gives advice concerning graphic design appearances of the front page and they are referred to the Chief Graphic Artist for precision. The group editor therefore ensures that news reportage is in line with the editorial policy of the *DailyNews*. Therefore when the *DailyNews* report about issues concerning the Chevrons they report in a negative way so that the interference of ZANU PF in the running of the game in 2004 is always scrutinized.

4.4.4 News Editor

The News editor takes charge of news selection. He proffers diaries and assignments reporters entailing them which stories to cover and slant of action pertaining the story. He reports to the Group Editor and the Executive Assistant Editor. According to Mukasa (2003),

the News Editor is in authority to assigning reporters on public diaries in relation to their news beats. The other duty of the editor is to set deadlines for reporters pertaining their beats. The editor assigns reports on what to look at through the news editor. Therefore the news editor has an effect on the way news is framed thus has a say in the way news concerning the Zimbabwe men's cricket team is depicted in the *DailyNews*. The news editor is also expected to make sure that the funder's interests make it to the mass audience in an attempt to shape the public sphere. This has been evident in the *DailyNews* as the Zimbabwe men's cricket team is framed negatively and the blame is always placed on the ruling party involvement in the game. This is so since the superiors and funders of the *DailyNews* want to topple the ZANU PF hegemony that has been maintained by the state owned media under the name of public media.

4.4.5 Reporters

Reporters are the foot soldiers who collect news and surrender to the line editors. It is of paramount importance to note that senior editors also have the capacity to act as line editors because they have the relevant experience (Moretzsohn, 2006). These reporters are obliged to frame news in a way that is in line with the house policy. Pertaining the *DailyNews*, the news from reporters is always knitted to the line acceptable to the newspaper's financiers. Thus cricket reporting in the *DailyNews* involves gate keeping and agenda setting so as to try and shape the way view the ruling government ill.

4.4.6 Pictures Editor

The picture editor has the duty to manage photographers and report to the editor, however this can also be done by line editors. The pictures to compliment story text are sourced by both the picture editor and photographers. Currently Tsvangirai Mukwazhu is the current picture editor for the newspaper. The editors also work in hand with the Chief Graphic Artist and Sub-Editors concerning picture sourcing to be used for graphic designs. The pictures are firstly analysed so to make sure they suit or can be aligned to the intended frame of the article to appear in the newspaper. Usually when depicting the Zimbabwe men's cricket team the pictures usually show despair on the faces of the players clearly showing a poor side that always lose their matches.

4.4.7 Links with other organisations

Like most media organisations, ANZ does not function within a vacuum as they prioritise building and maintaining sturdy relationships with external stakeholder in order to reduce glitches in course of operation. The organisation has an established relationship with Midlands State University (MSU) as ANZ currently houses four interns on work related learning while employing ten student products of the university. ANZ is equipping the interns with real work experience outside the lecture room making them ripe to be asserts for the media industry. ANZ has maintained cordial relationships not only with MSU, ANZ has also established relations with an independent political cartoonist Tony Namate who provide the newspaper cartoon material. Some society section feel the *DailyNews* is foreign funded as it is Sayed to be western world funded as a regime changing for Zimbabwe. The newspaper also has ties with firms in South Africa where they source their print. They also try to maintain relations with government authorities like Zimbabwe Revenue Authority (ZIMRA) by keeping their tax remittances up to date. they have however encountered licencing squabbles as the newspapers always has not been in good books with the Zimbabwe government pertaining political stunts.

4.5 Conclusion

This chapter gave an analysis of the two organisations in discussion, *The Herald* and *DailyNews*. The chapter looked at the political economy, organisations historical background, core business, objectives, funding mechanisms, and their links with other organisations. The next chapter looked at data presentation and analysis.

CHAPTER 5

5.1 Introduction

In this chapter the researcher presents and analyse data and findings of the question in discussion of how the Zimbabwe men's cricket team is constructed in *The Herald* and *DailyNews* in relation to the research's objectives. Also, this chapter looks at analysing the role played by the local print media in looking at issues concerning cricket focusing on the Zimbabwe men's cricket team. In addition, this chapter looked at articles and headlines that are used by *The Herald* and *DailyNews* in the construction of the Zimbabwe men's cricket team and how the team has been framed by the above mentioned newspapers. The bilateral relationship between cricket as a sport and the media in promoting or destroying it, this will also be looked at in this chapter. The researcher collected the research requisite data using the online archival research method acquiring data from newspaper articles.

Critical discourse analysis will be used to analyse the findings of the question in discussion. In the discussion it should be noted that *The Herald* has more articles that were analysed since it is more critical of the team between the two newspapers in discussion. The articles will be analysed as the discussion forgoes in the below stated themes.

5.2 A bunch of failures

The findings of the study were achieved through archival research from *The Herald* and *DailyNews*. These libraries revealed that there is a certain way in which news concerning the Chevrons is constructed in the two newspapers. The newspapers in discussion publish pre and post-match reviews in which the Chevrons participate in. Through archival research the researcher deduced that the respective newspapers publish a match preview usually a day before the game and a match review the day after the game presenting results and match analysis.

Though the two mainstream newspapers differ in their publishing policy, the two constantly concur to publish stories that are magnified to maintain the teams' poor performance against other cricket playing nations. There is high frequency reportage of Chevrons stories within the two newspapers, through match previews, reviews, general news, and player profiles. However this is consistently done when the team is involved in a series with any of the cricket playing nations. The *DailyNews* of 16 June 2016 carried a story titled *Zim cricket*

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doomed after the Chevrons had succumbed to a defeat to India on the previous day. Part of the story read:

Experience counts for nothing when you continuously do the wrong things over and over again. This is exactly the problem with the Zimbabwe men's cricket team which was put to the sword by the touring India side during the just-ended Killer Cup ODI series at Harare Sports Club.

The newspaper had already set an agenda for fans, everyone who read the paper would have a negative perspective since the *DailyNews* had already framed the Zimbabwe men's cricket team as failures. On the same day, *The Herald* carried a story titled *Are these the worst Chevrons?* Clearly this depicts that reportage concerning the Zimbabwe men's cricket team by the newspapers in discussion is without doubt of a negative perception. Part of the article in *The Herald* read:

ZIMBABWE crashed to a 10-wicket defeat as India piled misery on the Chevrons in the third and final One Day International at Harare Sports Club yesterday.

Not even the winning of the toss, for a change, by captain Graeme Cremer could change the fortunes for the hosts whose soft belly was again exposed after having started as if they could post a challenging total.

From this one can clearly conclude that indeed the two newspapers in discussion frame the team as a bunch of failures. If one looks closely at the text in both the articles of the *Herald* and *DailyNews* discussed above it can be seen that the two newspapers have constantly framed the Chevrons as a bunch of losers. The articles depict a Chevrons side that always lose their matches against opposition teams. Thus from the text one can clearly see that the two newspapers in discussion depict the Zimbabwe men's cricket team as a bunch of failures.

The findings of the study reveal that the framing of the Zimbabwe men's cricket team as a bunch of failures is found in the headlines concerning the Zimbabwe men's cricket team. These include headlines such as *Zim losses again*, why does it only happen to us or *Zim cricket doomed*. Such headlines from the mainstream newspapers in discussion does not give prominence to the Zimbabwe men's cricket team but unpopularity as it de-motivates supporters of the game and even potential and existing cooperate sponsors. This explains that the role of media as active constructors of reality. According to Gill Lines (2001), the nature of what the audience get to see, hear and read is actually determined and augmented by replays, camera angles, gossip columns, photographic images among other practices which

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warrant that the sport star image develops through selected constructions of reality is without doubt true. The researcher also found out that the two newspapers have “painted” news concerning the Chevrons in order for Zimbabwean citizens to agree to an opinion that they are trying to portray. Realities of the Chevrons being a pushover have been constructed in articles by *The Herald* and *DailyNews* and these are constantly used to influence public opinion. The Zimbabwe men's cricket team is depicted as a bunch of failures even considering the team has managed to win against some of its opponents. In a story titled ***Poor Zimbabwe lose again*** in *The Herald* of 1 August 2016 journalism prowess was shown in an attempt to frame the Zimbabwe men's cricket team as a group that always fails. Part of the article read:

A MAIDEN Test century by left hander Sean Williams and a first ever half ton in the linger version of the game by Craig Ervine proved to be all in vain as Zimbabwe were beaten by an innings and 117 runs by New Zealand on the afternoon of the fourth day of the first Test cricket at Queens Sports Club in Bulawayo yesterday.

Regardless of a spirited fight by the boys that was consequential of a major achievement from some of the team members, the newspapers in discussion framed the Chevrons as pushovers despite holding New Zealand for four days in a five day game. Looking at the headline, one can conclude that the two mainstream newspapers in discussion frame the team in a negative way despite strides amongst some of the team members.

In the study, the researcher established that in an article entitled ***Sri Lanka development side romp to victory*** in the *DailyNews* of 1 September 2016, the researcher found a common phenomenon with the reporters of the two newspapers when they report about the Chevrons. The two mainstream newspapers in discussion always look to “paint” the team in a negative way and setting an audience agenda to depict the team as pushovers. The article in the *DailyNews* read:

Zimbabwe Development side succumbed to the visiting Sri Lankans by five wickets on the fourth and final day of their encounter that ended at Harare Sports Club yesterday.

From the above mention, one can see a clear resemblance between *The Herald* and *DailyNews* when reporting on issues concerning the Zimbabwe men's cricket team. The two newspapers report the team with a pessimistic objective. These articles are usually

complimented by pictures of the Chevrons players, the technical team and fans showing dismay and wretchedness. Findings indicated that the unpopularity headlines concerning the Chevrons employed by the papers lead to de-motivation amongst fans. For example, *The Herald* of 30 June 2016 headline read ***Black Caps in full control***, this did not only instil hopelessness to the fans but also to the players as they went into the last day of the five day Test match series with a losing mind-set. The headline itself clearly suggest that despite having to play, New Zealand were the better side clearly showing that the Chevrons are failures and pushovers in the gentlemen's game.

Findings in this study also established that *The Herald* and *DailyNews* use pre-match preview a day before giving hope for the fans only to report negatively about the Chevrons the next day. A good example can be drawn from two articles of *The Herald* in June 2016. On 15 June *The Herald* published an article titled ***Chevrons seek redemption*** where they gave a pre-match review of the game between the team and India. In this article *The Herald* reporter Paul Munyuki, instilled hope to the supporter in the pre-match analysis of the game. Part of the article read:

The chevrons know they face a bigger challenge when they take on an Indian side whose players are just coming out of the Indian Premier league. Makhaya Ntini and his men are coming from an embarrassing whitewash at the hands of a light weight Indian side in the three ODIs. Chevrons captain Graeme Cremer yesterday said they could surprise India.

The article goes on to give prominence to the capability of the Chevrons. However, it can be noted that in the article of the following day of 16 June, the Chevrons were reported in a negative manner in an article titled ***Are these the worst Chevrons***. Part of the article read:

The Indians made a mockery of Zimbabwe's 123 all out score as they powered to victory, without losing a wicket, in another mismatch.

From this, one can agree that negative reporting is always part of the two newspapers in discussion. Even when the papers give promising pre-match analysis, the post-match analysis is always marred by negative reporting that frame the Chevrons as a bunch of failures and always produce bad results.

This framing of the Chevrons as a bunch of failures by the two mainstream papers in discussion clearly show how the two newspapers present stories to the audience in a way that make them believe that the Chevrons are a bad side. Framing encompasses information that

one wishes the world should know from a certain perspective as Tuchman (1978) cited in McQuail (2005) argues. Despite singing from a different hymn book in their editorial policy, the two organisations in discussion frame the Chevrons in a way that depict them as a bunch of failures. The two newspapers, *The Herald* and *DailyNews*, practise gatekeeping when they write about the Zimbabwe men's cricket team. Shoemaker (2001) submits that the print media editors decide what sees light of day and what does not. He further argues that the gates are influenced by those who control the means of production in an attempt to achieve something. In this case, the *DailyNews* frame the Chevrons in an attempt to blame the Zimbabwean government since the team has performed poor from 2004 after ZANU PF was involved in the selection of the team. This led to the mass exodus of professional white players and the team has not recovered since then. The *DailyNews* seems to frame the Chevrons in post 2004 Zimbabwe as failures in an attempt to pin the ruling party as the major factor that led to such bad results since they got involved in the selection process of the team in 2004.

Also, *The Herald* seem to also frame the Chevrons as a bunch of failures since it seems to sale. Cricket in pre 2004 Zimbabwe has been the pride of the nation since it could compete and beat the best during the days of the legendary left handed batsmen, Andy Flower and the magnificent fast bowler, Henry Olonga. The Herald seem to use this to their advantage since the people tend to buy the paper in an attempt to figure out the reason why the once pride of the nation is in performance trouble. Thus The Herald seem to engage in framing the Chevrons as a bunch of failures since this seems to sale. Also it should be noted that *The Herald* cannot portray the ruling party in a negative way since the ZANU PF government owns Zimpapers which The Herald belongs to.

5.3 Profit oriented *DailyNews* and *The Herald*

The study established that the relationship between the Zimbabwe men's cricket team and the two newspapers in discussion, *The Herald* and *DailyNews*, can be viewed to be "parasitism." Helland (2004) asserts that when there is a monopoly or oligopoly within an environment that profits two or more companies the relationship becomes "parasitism". In this pertaining case, the Zimbabwe men's cricket team and the two mainstream newspapers, their relationship is "parasitism" since the two newspapers are benefiting more compared to the Zimbabwe men's cricket team though the agreement is not formalised. However, the relationship between the

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Zimbabwe cricket team and foreign media organisations is symbiotic since the relationship benefits both concerned parties. According to Helland (2004), "Symbiosis," is the existence of two companies or organisations that are dissimilar in their function processes while list benefiting from bi-existence in the same environment. This is applicable between the Zimbabwe men's cricket team and foreign media organisations such as SuperSport, a South African based media organisation.

The study identified that media landscape and market forces influence how the Zimbabwe men's cricket team is constructed through coverage by the two newspapers. The Chevrons are allocated short inside page stories with pictures hence depicting them as not appealing and failures. Unappealing headlines are used by the newspapers in discussion since it sales. This is because cricket in Zimbabwe was once associated with winning so people would want to buy the papers so as to know how the team losses are being explained. From this the researcher established that the two organisations in discussion are profit driven and do not look at aspects such as patriotism and social responsibility.

The relationship between *The Herald* and *DailyNews* and the Zimbabwe men's cricket team has not been a fair one at all. While the two newspapers are getting stories and advertisements from the Chevrons, their reporting has not done any justice due to their dispassionate reporting concerning the team. Instead of selling fans to the team, the two mainstream newspapers seem to be chasing fans away from the team due to the dispassionate reporting the team gets from the two newspapers. McChesney (1989) postulated that, there is a symbiotic relationship between sports and mass media, which is reliance on one another. However this has not been the case between the Zimbabwe men's cricket team and the mainstream newspapers in discussion since the newspapers are the only benefiting entities in this relationship while the Chevrons suffer a blackened image or perception on the expense of newspaper sales.

Regardless of the fact that the two newspapers are direct competitors', *The Herald* is a state run publication and *DailyNews* a privately run publication, they seem to be on the same ground on the dispassionate construction of the Zimbabwe men's cricket team and this has managed to gunner sales for the two newspapers whilst support to the Chevrons has kept falling due to the bad reporting by the newspapers in discussion.

5.4 Unpatriotic reporting of the Chevrons by The Herald and DailyNews

The reporting of the cricket news concerning the Chevrons has been marred by some unpatriotic reporting the the two Harare based mainstream newspapers. Johnson (2015) notes that when on one is said to be unpatriotic it means that one is not enthusiastic of his or her country. This has been the case with the newspapers in discussion that have unpatriotically reported concerning the Zimbabwe men's cricket team as has been proved by the articles the researcher found in the online archives of the two newspapers as shall be shown.

As journalist description is provided from a certain perspective and with a specific interpretation, the researcher in the question in study established that news concerning the Zimbabwe men's cricket team has given the team unpopularity and at the same time unpatriotically reported towards the team. Journalists from the two media organisations have given prominence to the idea that Chevrons always lose their matches and are a bunch of failures and this is done with no remorse at all. *The Herald's* sports reporter, Paul Munyuki once wrote a story titled ***Chevrons crash to another big defeat***. In the story, Munyuki dispassionately and unpatriotically reported the loss of the Chevrons despite a hard fight by the team.

Munyuki's story clearly depicted the lack of patriotism towards the Chevrons as can be seen by the emphasis of the words, ***another big defeat***. Without doubt this has an influence on the audience to think that the team always lose their matches and also instils unpatriotic tendencies to the audience despite the fact that they do win some. The reporters of the two newspapers fail to represent reality to the mass due to the unpatriotic news framing, however the audience should have the power to analyse text before its consumption, since reported perceptions are not always correct. Frames arise differently in the communication process, which are at the sender, text and its recipient, (Entman, 1993).

The researcher also came to the conclusion that the two mainstream newspapers in discussion make use of negative headlines in their unpatriotic reporting of the Chevrons in a way that rather chase supporters away than win them for the team. Articles of the Zimbabwe men's cricket team and players are constantly published in the two newspapers to construct an image that the team are always on the receiving end of bad results. A good example is *The Herald* of 1 August 2016 that carried a headline titled ***Poor Zim lose again*** and the *DailyNews* of 13 March 2016 that passed a headline titled ***Afghanistan humble Zim***. From

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these two headlines one can easily conclude that indeed the two mainstream newspapers in discussion make use of negative headlines to construct the performance of the Chevrons.

The unpatriotic news framing concerning the Zimbabwe men's cricket is constantly anchored on beliefs, ideas and opinions of a journalist who is in charge of content production. Framing gives the audience the reporter's view of the world which is not always the truth. Audience tend to be passive accepting everything they are given by the media without judging, scrutinising or sieving. Thus the two newspapers in discussion have managed to frame news concerning the Chevrons in an unpatriotic way that has made the audience to associate the team with loosing and under performance and one can also assume that the support base of the team has also depleted due to the unpatriotic reporting of the two newspapers. The newspapers should by all means try to be patriotic towards the team. Reporters of the two newspapers should know that the two organisations should practise social responsibility. Telle (2016) the social responsibility theory of the media notes that the media should report in a way that takes care of the community to build a nation that is patriotic and appreciates oneness. However, this has not been the case with the two newspapers in discussion due to their unpatriotic reporting towards the Chevrons. This without doubt does not create oneness but unpatriotic tendencies among citizens toward the team.

Supporting the above, findings of the researcher established that journalists indeed play a pivotal role in the reporting process of the Chevrons in an unpatriotic way. *The Herald* article of January 12 2016 titled *where are the Chevrons going?* The chevrons were framed as a ship without a captain heading nowhere in the deep and wide ocean. Part of the article reads:

Zimbabwe continue to tread the liminal space between cricket's haves and have-nots, neither here nor there, betwixt and between, part of cricket's society but never fully integrated anywhere.

The Herald reporter in this case depicts the Chevrons as a team that is not fixed aboard and has no hope of improving. In the article the reporter frames the Chevrons as a team that cannot win even if it plays more games this is evident where the article reads:

It was also a busy year. Zimbabwe played almost twice as many internationals this year as they did in 2014, with 40 matches to last year's 23, but even with more games, life on cricket's margins will get no easier.

From this, it is without doubt that the newspapers in discussion unpatriotically report the Chevrons as a team that is incompetent and no future in the game of cricket. This is also

evident in the *DailyNews* as it also depicts the Chevrons in a hopeless frame. The *DailyNews* article of 28 July 2016 titled *Hosts seek elusive Test win*, an article that had no hope for the Chevrons but disaster. Part of the article reads:

Since 1992 the two nations have met in nine home and away series' with the black caps winning six and three ending in a draw and in terms of individual matches, New Zealand has won nine and Zimbabwe are yet to win a match.

From this it is beyond any reasonable doubt that from this archival analysis one can easily establish that the two newspapers in discussion, *The Herald* and *DailyNews*, frame the Chevrons an incompetent team compared to other associate nations in the game of cricket. Also, despite negatively reporting on the team, the two newspapers unpatriotically report towards the Chevrons. This can be witnessed by the above articles taken from the articles of the two mainstream newspapers.

Therefore, unpatriotic reporting by the two is constantly anchored on beliefs, ideas and opinions and of a journalist who is in charge of content production. Framing gives the audience the reporter's view of the world which is not always the truth.

5.5 *The Herald* and *DailyNews* emphasis on certain facts in relation with the Chevrons

The findings of the study which were gathered through the critical analysis of the content found in the archives shows that the Chevrons have been portrayed as a pushover in the game of international cricket. It has been portrayed to be team of villains and a nation's disgrace by the Harare based daily newspapers, *The Herald* and *DailyNews*. The Zimbabwe men's cricket team is framed as the nation's most underperforming team. The headlines and stories in the newspapers in discussion pronounce it all. The Chevrons are portrayed by the two mainstream newspapers as neither iconic nor symbolic but flops and below par performers.

Despite cricket being one of the most organised sporting discipline in the country that has managed to put the country on the international spotlight in terms of sports, symbolic meanings have been attached to the Chevrons and that has made all this amount to nothing. The study established that the portrayal of the Zimbabwe men's cricket team in the two newspapers is identical since they all use emphasis on certain facts when reporting towards the Chevrons.

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The researcher did also establish that the two mainstream usually use headlines that tell a losing story without even reading the article. *The Herald* of 4 March carried a headline titled ***Chevrons embarrassed***. This alone gives a clear picture how *The Herald* use headlines to portray a bad Chevrons side as seen by the one mentioned above. This is also applicable to the privately owned *DailyNews* where headlines are also used to portray the Chevrons as failures. The *DailyNews* of 14 March 2016 carried a headline titled ***Zim cricket team sink to new lows***. The headline of the article says it all that the Chevrons are a low performing side. The words “new lows” in the headline says it all.

Also, the researcher noted that the portrayal or the representation of the Zimbabwe men's cricket team is constructed in a way that gives the audience a vacuum to think in. Representation is defined as the creation of a connotation through language communication hence people use language to say something meaningful (Hall 1997). The use of text, language and specific names in *The Herald* and *DailyNews* portrays the Chevrons as a team that always lose and disappoint their cricket fans. In an article titled ***Bear with us, Chevrons captain appeals to disappointed fans*** in *The Herald* of 15 June 2016, the article clearly articulated that the team had failed and had no hope at all of winning in the near future. Part of the article read:

Zimbabwe cricket team captain Graeme Creamer is disturbed with how fans turned their frustrations on his men after two successive defeats against India at Harare Sports Club.

Without doubt the above clearly suggest that Zimbabwe cricket always lose their matches and disappoint their fans yet in reality the team does win some of their games.

However, the researcher contest the idea of unpatriotic reporting by the two mainstream newspapers that have championed the discourse of negative reporting towards the Zimbabwe men's cricket team as problematic. During the same series against India in June 2016 the Chevrons managed to beat India in the short format of the game. Also, the team had managed to beat Pakistan and Ireland a few months before the Indian series. Despite all these achievements the researcher established that the newspapers in discussion constantly forgets the achievements but however *The Herald* and *DailyNews* conveniently remembers the bad results and conveniently forgets the good results as has been noted. This is all done by the two mainstream newspapers in discussion in an attempt to give emphasis that the Chevrons are losers and failures.

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Through a critical analyses of discourse found in the articles that were gathered through archival research, it shows that the Zimbabwe men's cricket team is portrayed as the villain and sick man of world cricket "...power resources, a potential means of influence, control and innovation in society. They are a resource of definitions and images of social and also a source of an order and public meaning system, which provides a benchmark for what is normal," (McQual 1994:34). Thus from the McQual quotation, people make sense of what is going on around them through the media and also due to continuous exposure to content and this is applicable to the way the audience now view the Zimbabwe men's cricket team.

Though the team is portrayed as a sick man of the cricket world, it is ranked tenth in the International Cricket Council (ICC) Test Rankings. Also, the team players such as Hamilton Masakadza and Elton Chigumbura make the top twenty of the most prolific batsmen in the shorter version of the game known as the Twenty20Twenty series. Despite all these achievements, the two mainstream newspapers in discussion have not stopped to portray the team in a negative way yet more positive things can be said concerning the Chevrons.

The portrayal of the Zimbabwe men's cricket involves the repetition and emphasis of content to make audience believe and see the repeated fundamentals as typical and customary. The process is influenced by four factors which are production, reception, social and media landscape. The people in charge of production thus the reporters, photographers or the editors have a hand in the portrayal of reality in the newsrooms of the newspapers in discussion. However, the audience are not that passive to an extent of taking everything that the newspapers say, they do have the power to make their own meaning concerning the polysemy of media content.

In a story of 18 September 2016, the *DailyNews* reporter (name not given) wrote a story titled: *Zim Cricket operating like amateurs*. The sport editor clearly showed journalism prowess in an attempt to frame the Chevrons as failures in the game of cricket. Part of the article reads:

Over the last few years, very little good news have come out of Zimbabwe Cricket (ZC) as the game has continued to decline. With victories coming along very rarely like thunderstorms in the desert, Zimbabwe cricket fans have become accustomed to gloom.

From the above part of the story, it can be noted that the headline and the story clearly portray the Chevrons to be incompetent. Though in the story some wins of the Chevrons are mentioned, the focus is never on this but to troll the Zimbabwe men's cricket so as to portray them as amateurs and incompetent. The story further reads:

While the team has generally under-performed on the pitch across all three formats of the game, cricket has able to retain a keen following.

Emphasis is on always on under performance and poor results clearly showing that indeed the *DailyNews* portrays the Chevrons as a group of failures and under performers as shown by the above discussed story.

In addition, earlier on in the month of September 2016, *The Herald* of 2 September released a story that was titled: **Zim development side lose**. The conclusion of the article reads: *The vital factor in this match was the failure of the most Zimbabwean batsmen in their second inning, which enabled the tourists to record their victory*. From this the researcher found out that though the two newspapers in discussion sing from a different hymn book concerning the editorial policy, they both portray the Chevrons as failures.

However, the researcher in the question is discussion rebukes this negative portrayal of the Chevrons by the two mainstream newspapers in discussion since signs of brilliance have been shown by the side. Individually, the team players have managed to achieve various mile stones. Good examples include Sean Williams and Craig Ervine who have managed to score their ever first centuries (100 runs) in a Test match against New Zealand in the month of September 2016.

5.6 Conclusion

This chapter focused on research findings which were achieved using different research methods to explain how the Zimbabwe men's cricket team is constructed in the two mainstream newspapers *The Herald* and *DailyNews*. The study also found that the team is framed and portrayed as a team that is always on the receiving end as priory discussed above. The next chapter highlights on the summary, conclusion and suggest recommendations that are largely influenced by the findings of the study. In addition the study would further suggest the area for further research.

CHAPTER 6

Summary, Conclusion and Recommendations

6.1 Introduction

In this chapter, the researcher will conclude the study on the construction of the Zimbabwe men's cricket team in *The Herald* and *DailyNews*. The chapter looked at the summary, suggest recommendations and draw a conclusion found during the course of the question in discussion. These findings were derived from the research objectives and the sub questions of the study. This chapter also seeks to assess the extent at which the objectives of the question in discussion have been met.

6.2 Summary

The study looked at the role that *The Herald* and *DailyNews* played in the construction of the Zimbabwe men's cricket team between January 2016 and October 2016. The researcher also managed to establish that the mass media shapes the public opinion through the media products they consume. Since cricket news tend to sale, the two newspapers have given popularity to the poor performance of the Chevrons since this has proven to sale all over the country were the two mainstream newspapers are found but especially in the urban areas were the game has proven to be popular.

By covering stories concerning the Chevrons, *The Herald* and *DailyNews* have not only increased sales but have also attracted advertisers since the game of cricket offers a lot of advertising even though they negatively report towards the team. The researcher found out that the game of cricket has more stories after football in the two mainstream newspapers and at times cricket news is allocated the back page.

Framing theory and the political economy of the media theories were made use of by the researcher in the research of the question in discussion. The framing theory was very vital during this study since it looks at how meaning is produced by the use of language by the mass media. Thus, the study critically analysed how language is used by *The Herald* and *DailyNews* to frame the Chevrons. Framing centres on how an idea is given popularity, stereotype the media disseminate, and *The Herald* and *DailyNews* without doubt gave popularity to the failures of the Zimbabwe men's cricket team. This influenced the way audiences view towards the Chevrons. The agenda setting theory was also vital in unpacking

the question in discussion. Framing theory notes that the media have the power to decide what is right and not right for the audience to consume Political economy of the media theory also made the researcher discover that indeed those who own the means of production in the mass media have the power to influence the thoughts of a media products consumer. However it should also be noted that the audience are not passive hence they can draw their own meaning and conclusions. This also applies to the framing theory.

The researcher also made use of purposive sampling in the study in discussion. The researcher opted for purposive sampling for the reason that the samples chosen for the research already had knowledge of the game of cricket and also informative towards the question being problematized in the research. Purposive sampling was also necessary in the acquiring of the articles that reported dispassionately towards the Chevrons and framed them as villains. Archival researches were very important in the study and the researcher used them to critically analyse how the two mainstream newspapers framed the Zimbabwe men's cricket team. Qualitative research method informed this study in unpacking the construction of the Zimbabwe men's cricket team by *The Herald* and *DailyNews*. Textual content was also critically analysed since this study is rooted in the social sciences field hence articles from *The Herald* and *DailyNews* were analysed by deploying qualitative method which looks into the use of language and textual content.

Critical discourse analysis and content analysis were used as data analysis techniques in the articles drawn from *The Herald* and *DailyNews*. Critical discourse analysis and content analysis focus on the critical analysis of language used in the articles in the two mainstream newspapers in the construction of the Zimbabwe men's cricket team.

The researcher also looked at the operations of the two organisations that were part of this study, thus Zimpapers run *The Herald* and the ANZ run *DailyNews*. Under this, the researcher looked at the organisation structure, control and ownership and how reportage of the two organisations in discussion construct the Zimbabwe men's cricket team and also how news content is framed.

6.3 Recommendations

From the findings of this study acquired through purposive sampling and critical discourse analysis, the researcher pass the below recommendations to the study as the below unravels.

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The researcher of the study recommends the mass media to be fair, balanced and also to be a bit spontaneous in the publishing of news that is meant for public consumption. *The Herald* and *DailyNews* dispassionately report towards the Chevrons than any other team in the sports news section and in a rare situation this tends to sale. The mass media role is to inform, educate and entertain the audience but this has not been so looking at the reporting of the Chevrons. Thus the two organisations should also try to highlight the achievements of the Zimbabwe men's cricket team when reporting about them.

Since sport has now become a multi-billion industry, this study also recommends that the media should report in a way that lures advertisers to both the game and the two mainstream newspapers in discussion. Also, post and pre-match reviews and player profiles should be used in the two newspapers to gunner more advertisers to increase revenue in the two organisations and the Chevrons at the same time.

With the study of sport being very unlikely in Zimbabwe especially cricket, it is important that sport study should take centre stage since sport has now become culturally connected to people and no longer a source of leisure. Other aspect of society now manifest in sport as can be seen by the continuous participation of religious gurus such as Prophet Chiza of Bulawayo, Ubert Angel of Harare and T B Joshua have continuously and correctly predicted sporting results. This clearly shows that sport has touched all aspects of society. This without doubt shows the power of sport hence researchers and academics should treat the study of sport be it cricket, football, hockey, rugby and many more popular sports seriously and nor an academic gimmick.

The researcher also recommends that politics should never be associated in the running of sporting activities at all costs. Cricket in Zimbabwe is a clear reference of the effects of the involvement of politics in the running of sporting activities as witnessed by the mass exodus of white players in 2004. ZANU PF tried to influence the selection of the team players and this has had unbearable consequences as the team has struggled since then. Thus there is need for laws that politicians should not be involved in sporting activities and the production of media content.

The researcher also recommends that cricket fans should be well vexed that the two media organisations are businesses hence they are after a profit. Therefore the two can give prominence to dispassionate reporting in order to make a profit. Thus cricket fans should

know that the two organisations want to remain in business and they should be active participants in order not to take anything the two newspapers in discussion say. Cricket fans should be active in the creation of cricket stars and villains as they can tell on their own and should despise the ideologies of the two media organisations in discussion.

6.4 Areas for further study

Since the researcher looked at the dispassionate reporting and the construction of the Zimbabwe in the Harare based two mainstream newspapers, *The Herald* and *DailyNews*. However, the researcher encourages other studies on the team looking at other organisations. Also, with the raising fame of the social media platforms studies should also be carried out looking at how the team is being constructed on various social media platforms. With such studies the construction and impacts of negative reporting of certain teams and sports can be unpacked.

6.5 Conclusion

This chapter concludes the whole study and also highlighted on the recommendations to the two Harare based mainstream newspapers, *The Herald* and *DailyNews*. Also, recommendations were given to cricket fans concerning the way they consume news content. Areas of further research were also looked at in this concluding chapter. This marks the conclusion of the study.

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