

Abstract

This article attempts to theorise the various representations of Zimbabwe in the media. It does so by scanning the media landscape for significant events constituting what is commonly called the “Zimbabwean crisis”. Such representations centre around the person of former Zimbabwean president Robert Mugabe, perceived human rights abuses, and many other facets of political conflict, whether real or imagined. The article problematises the concept of representation within the context of the Zimbabwean conflict and the various texts associated with and emerging from it. It shows that the image of Zimbabwe most commonly found in the media is a product of ideological constructions, sometimes bordering on propaganda. This article may contribute useful insights towards understanding the various images of Zimbabwe in local and international media as well as social media.