

## **Coverage of Cultural Heritage in Mass Media Publications in Zimbabwe**

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### **Abstract**

This chapter evaluates the pattern and trend of mass media coverage of Zimbabwe's cultural heritage, with a focus on the newspaper publications produced between the years 2010 and 2015. The working hypothesis is that the level and nature of mass media coverage of cultural heritage is directly proportional to the nature of public opinion and attitude towards their own cultural heritage. As such, in order for cultural heritage to make a meaningful contribution to socio-economic and political developmental in Zimbabwe, there is a need for cultural heritage to be visible in all mass media productions. Using document analysis, questionnaires, and interviews, the research identified that the coverage of cultural heritage in mass media in Zimbabwe is alarmingly low. That jeopardizes the regard of cultural heritage as a driver for socio-economic and political development amongst the public. However, through reprioritization of media agenda-setting, media policy, and fostering of a closer collaboration between heritage managers and media professionals, the situation can be salvaged in Zimbabwe.