

Language use in the representation of the former Zimbabwean Prime Minister Morgan Tsvangirai's marriage saga in selected Zimbabwean newspapers: The case of *The Herald* and the *Daily News*

by

Mercy Precious Mujakachi
{15018433}

A dissertation submitted to the Department of English, University of Venda in fulfilment of the requirements for the Master of Arts Degree.

School of Human and Social Sciences
University of Venda
Thohoyandou, Limpopo
South Africa

ENG 6000

February 2017

Supervisor/ Promoter: Dr M. Mabika
Core-Supervisor/ Co-Promoter: Dr B. Dube

DECLARATION

I, Mercy Precious Mujakachi, declare that this dissertation is my original work and has not been submitted for any degree at any other university or institution. The dissertation does not contain other people's writing unless specifically acknowledged and referenced accordingly.

Signed (Student)..... Date:

Signed (Supervisor)..... Date:

Signed (Core-Supervisor)..... Date:

ACKNOWLEDGEMENTS

Firstly, I would like to thank the Lord Almighty for getting me this far.

I would like to acknowledge the guidance, advice and constructive criticisms from my supervisors, Dr M Mabika and Dr B Dube, that this dissertation immensely benefited from. They persistently encouraged and guided me throughout this process, which, because of their support, led to the completion of this study.

I would also like to thank my parents Mr and Mrs Mujakachi, for their prayers and financial support.

The following also deserve special mention: my brothers Michael and Simbarashe, for their support and encouragement. Lastly, my special gratitude goes to my friend at heart Kidinda Kalobo for his unwavering support. Without all these people the process would have been so much harder.

THANK YOUMugare kure nemoto

DEDICATION

This work is dedicated to my parents, Mr and Mrs Mujakachi, who worked hard for me to be what I am today. I can never overlook your undying love for me. May the good Lord bless you.

LIST OF ABBREVIATIONS

AIPPA	: Access to Information and Protection of Privacy
BSA	: Broadcasting Service Act
CDA	: Critical Discourse Analysis
ESAP	: Economic Structural Adjustment Programme
EU	: European Union
IMPI	: Information and Media Panel of Inquiry
MDC	: Movement for Democratic Change
MDC-T	: Movement for Democratic Change - Tsvangirai
MISA	: Media Institute of South Africa
NCA	: National Constitutional Assembly
PM	: Prime Minister
POSA	: Public Order and Security Act
SA	: South Africa
Zanu PF	: Zimbabwe African National Union Patriotic Front
ZBC	: Zimbabwe Broadcasting Cooperation
US	: United States

ABSTRACT

The study analysed the language used by *The Herald* and *Daily News* journalists to report on the marriage conflict between the former Prime Minister Morgan Richard Tsvangirai of Zimbabwe and Ms Locardia Karimatsenga. *The Herald* is a state-owned newspaper and *Daily News* is a privately-owned newspaper. An analysis of the marriage conflict enabled readers, in a magnified way, to see how ideological differences between the public and private media in Zimbabwe are represented. The study examined the similarities and/or differences in the manner in which the marriage conflict was represented in both papers. The study also examined the language used in the headlines, established the sources used and evaluated the ideological stances of the two newspapers. The study utilised the case study design. The researcher only focused on articles which were published during the month when the former Prime Minister married Ms Elizabeth Macheke in September 2012. It was also the month when the media published many articles about the marriage saga. Seventeen articles were analysed, eleven from *The Herald* and six from the *Daily News*. Framing and Representation theories were deemed appropriate to analyse the articles. Critical Discourse Analysis and semiotic analysis were used to analyse the selected articles and visuals which accompanied them. The findings of the study revealed that *The Herald* reports tended to be biased against the Prime Minister, while the *Daily News* was more objective in its use of language.

Keywords: *Daily News, language use, representation, The Herald, Polarisation*

TABLE OF CONTENTS

DECLARATION	i
ACKNOWLEDGEMENTS	ii
DEDICATION.....	iii
LIST OF ABBREVIATIONS.....	iv
ABSTRACT.....	v
TABLE OF CONTENTS.....	vi
CHAPTER ONE	1
INTRODUCTION	1
1.1 INTRODUCTION	1
1.2 BACKGROUND OF THE STUDY	1
1.3 STATEMENT OF THE PROBLEM.....	5
1.4 AIM.....	6
1.5 OBJECTIVES	6
1.6 RESEARCH QUESTIONS.....	6
1.7 SIGNIFICANCE OF THE STUDY	6
1.8 DELIMITATION OF THE STUDY.....	7
1.9 DEFINITION OF TERMS.....	7
CHAPTER TWO	9
LITERATURE REVIEW.....	9
2.1 INTRODUCTION	9
2.2 LANGUAGE OF NEWSPAPERS	9
2.2.1 LANGUAGE OF HEADLINES.....	11
2.2.2 THE LEAD AND BODY.....	12
2.2.3 QUOTATIONS AND THE SENTENCE	13
2.2.4 THE SENTENCE AND THE WORD	14
2.2.5 EFFECTS OF OWNERSHIP ON LANGUAGE USE.....	16
2.3 DISCOURSE	17
2.4 IDEOLOGY.....	19
2.5 THEORETICAL FRAMEWORK.....	22
2.6 REPRESENTATION THEORY	22

2.7	FRAMING THEORY	25
2.8	CONCLUSION.....	27
CHAPTER THREE.....		28
RESEARCH METHODOLOGY		28
3.1	INTRODUCTION	28
3.2	RESEARCH DESIGN	28
3.3	SAMPLE AND SAMPLING PROCEDURE	29
3.4	DATA COLLECTION PROCEDURES.....	32
3.4.1	CRITICAL DISCOURSE ANALYSIS	32
3.4.2	SEMIOTICS	37
3.5	DATA ANALYSIS	38
3.6	ETHICAL CONSIDERATIONS	38
3.7	CONCLUSION.....	39
CHAPTER FOUR.....		40
DATA ANALYSIS.....		40
4.1	INTRODUCTION.....	40
4.2	ANALYSIS OF THE ARTICLES.....	40
4.3	<i>THE HERALD</i> ARTICLES	40
4.3.1	TSVANGIRAI, LOCARDIA IN VERBAL WAR.....	40
4.3.2	PM'S WEDDING: BISHOP WASHES HANDS OFF	45
4.3.3	TSVANGIRAI'S WOES MOUNT	47
4.3.4	PM'S WEDDING OFF	51
4.3.5	TSVANGIRAI WITH ZIM?	53
4.3.6	"TSVANGIRAI TO SHARE PROPERTY WITH LOCARDIA"	56
4.3.7	MDC-T LEADER'S UTTERANCES INSENSITIVE, CHEAP POLITICKING.....	58
4.3.8	PM'S MARRIAGE: PRIEST SPEAKS OUT	61
4.3.9	TSVANGIRAI SHOULD RESIGN, HE IS NO NATIONAL LEADER	63
4.3.10	PM'S SA LOVER SPEAKS OUT	64
4.3.11	LOCARDIA OUTSMARTS TSVANGIRAI IN COURT AGAIN	66
4.4	<i>DAILY NEWS</i> ARTICLES	68
4.4.1	TSVANGIRAI'S WEDDING GETS GO AHEAD	68
4.4.2	COURT HALTS TSVANGIRAI'S MARRIAGE	69
4.4.3	TSVANGIRAI WEDS.....	71

4.4.4 PM WANTS LOCARDIA DIVORCE.....	73
4.4.5 ZANU PF UNFIT TO CAST FIRST STONE.....	75
4.4.6 COURT DISMISSES TSVANGIRAI'S APPLICATION	77
4.5 CONCLUSION.....	78
CHAPTER FIVE.....	79
RESEARCH FINDINGS AND DISCUSSION.....	79
5.1 INTRODUCTION.....	79
5.2 GENERAL DISCUSSION	79
5.2.1 NAMING	79
5.2.2 QUOTATIONS	83
5.2.3 DICTION	86
5.2.4 RHETORICAL QUESTIONS	88
5.2.5 CODE SWITCHING	89
5.2.6 VISUALS.....	90
5.3 CONCLUSION.....	92
CHAPTER SIX.....	93
CONCLUSIONS AND RECOMMENDATIONS.....	93
6.1 INTRODUCTION.....	93
6.2 OVERVIEW OF THE FINDINGS	93
6.3 CONCLUSIONS	95
6.3.1 THE LANGUAGE USED IN THE HEADLINES OF THE ARTICLES.....	95
6.3.2 SOURCES USED IN THE REPORTS.....	95
6.3.3 SIMILARITIES AND/OR DIFFERENCES IN THE ARTICLES	96
6.3.4 THE IDEOLOGICAL STANCE OF THE TWO NEWSPAPERS	96
6.4 RECOMMENDATIONS	96
6.5 OVERALL CONCLUSION OF THE STUDY	97
REFERENCES	98
APPENDIX A: NEWSPAPER ARTICLES.....	109
EDITING AND PROOF READING REPORT	143

CHAPTER ONE INTRODUCTION

1.1 INTRODUCTION

This study seeks to analyse how language was used to represent the marriage conflict of the former Prime Minister of Zimbabwe, Morgan Richard Tsvangirai and Ms Locardia Karimatsenga in selected Zimbabwe newspapers, namely *The Herald* and the *Daily News*. The study on the reports of the former Prime Minister's marriage would enable readers, in a magnified way, to see how language is used to highlight the ideological differences between the public and private print media in Zimbabwe. Language is the main tool that is used by journalists to convey meaning to the audiences. The choice of language used to tell stories is vital because it is through language that the newspapers view point and values are conveyed to the reading public (Busa, 2014). Bell (1991) argues that it is important to study the language used by the media because media language affects attitudes and opinions in society through the way it presents people and issues. Bell adds that studying media language will tell the public about media and language. McLuhan (1964) states that the medium is the language. This chapter presents and discusses: the background of the study, statement of the problem, aim and objectives, research questions, significance of the study, delimitation of the study and definition of terms.

1.2 BACKGROUND OF THE STUDY

The division between public and private-owned media in Zimbabwe has been a feature in the media industry since the colonial era (IMPI report, 2014). After gaining political independence from colonial rule in 1980, the new government put in place communication controls, in order to protect its political interests and this resulted in freedom of expression in the country being curtailed. Mazango (2005) identified three tactics used by the government of Zimbabwe to control the media space and which resulted in the existing polarised environment. He asserts that the government led a new and invigorated project of media control while at the same time articulating a coherent defence of state policy through the Information Ministry in the President's office. The government also used its broadcasting monopoly to shut out dissenting voices and legitimise ruling party hegemony, and lastly enacted harsh media laws in combination with other extra-legal tactics to control journalists and the private press (Mazango, 2005: 34-35). Munyuki

(2005) states that the media landscape in the country is characterised by the dominance of the state controlled media in both broadcasting and print sectors. The Zimbabwe Broadcasting Cooperation (ZBC) controls broadcasting, while the press is dominated by newspapers published by the Zimbabwe Newspapers Group (Zimpapers), a pro-government organisation.

The Herald, which dates back to the colonial era is the flagship of Zimpapers. It was the first newspaper to be published in 1891 and was then known as the *Rhodesia Herald* (Mukasa, 2003). The paper, during the colonial era, was owned by white settlers and its interests were aligned to their ideologies. Mukundu & Ngwenya (2011) argue that during the colonial era, the newspaper served the interests of white settlers and not of the masses. For example, it contained very high foreign content, editors/ journalists received training from western countries, and the coloniser's language, English, dominated the print media. Mukasa (2003) argues that, after independence, there was not much change from the colonial press except the name which changed to *The Herald*.

Mukasa (2003) goes on to state that much of the early news after independence was about events occurring in the metropolis, from politics to sports, while events on the African continent were ignored. The African people's needs, aspirations, and hopes were hardly published. However, news about crime by blacks was prominently covered (Munyuki, 2005). During that period, after independence, there was an absence of an independent press, hence the masses were deprived of alternate views (Nyaira, 2007). This shows that the masses were, to some extent, forced to accept stories with one view. With such a scenario, the public was left to believe information from the circulating paper.

According to Chavhunduka (2002), the state media has continued its control of the electronic media, with the ZBC, acting as a subsidiary of the government. The ZBC denied opposition political groups access to the airwaves, while giving the government and the ruling party unfettered access to the broadcast media. Chavhunduka goes on to state that even access to advertising in the electronic media is controlled. Government activities and pronouncements from President Robert Mugabe's government are prominently featured on radio and television, while government opponents are hardly featured, except negatively or when being attacked. Tim & Jim (1999) argue that pronouncements from President Mugabe usually dominate radio and television news broadcasts, even when they involve nothing more than mundane events.

When reviewing the results of the 2002 presidential election, the Media Monitoring Project in Zimbabwe concluded that about 90 percent of all election stories carried on Zimbabwe television were about Mugabe or ZANU, or were pro-government. Myung-Jim (2000) avers that there was no effort to strike a balance between ZANU PF and the opposition party to achieve fairness even after the courts ordered government to end its monopolistic control over the broadcast media. Chavhunduka (2002) observes that, during presidential elections, no private individual or company was issued a license to launch radio or television stations that would compete with the ZBC. Mlotshwa (2013) asserts that, during the 2013 election, the continued media polarisation was a result of the pursuit of propaganda by the state media. She goes on to state that even Grace Mugabe had a bigger portion in the airplay to criticise and insult the opposition candidate, Morgan Tsvangirai, as a “womaniser, ugly both face and heart” thus encouraging hate speech (Mlotshwa, 2013).

The second decade of independence (1990-1999) witnessed the gradual growth of a privately-owned press in Zimbabwe. This was the period when the *Daily News* newspaper was established in 1999 (Sounders, 1991). It was the time when Zimbabwe was going through economic and political unrest due to the failure of the 1996 Economic Structural Adjustment Programme (ESAP) policies which led to nationwide public strikes and the subsequent birth of the opposition party, Movement for Democratic Change (MDC). Global media, generally, blamed the Zimbabwean government for the failing economy following its fast-track land reform programme. In response to the local events, the US and EU placed the Zimbabwean government under targeted economic sanctions (Mabika, 2014). This led to political distress to the Zimbabwean government and in an effort to protect itself from media attacks, and the political threat posed by the MDC, the government passed various restrictive media laws such as Access to Information and ¹Protection of Privacy Act (AIPPA), Broadcasting Services Act ²(BSA) and the Public Order and Security Act ³(POSA) to control the media landscape.

¹ Access to Information and Protection of Privacy Act (AIPPA) of 2001 governs the operation and general conduct of the media in a way that leaves the media with little breathing space. It states that all journalists must be accredited by the MIC including.

² Broadcasting Services Act (BSA) of 2000 grants broadcasting licenses. Under the BSA, it is an offence to broadcast without a license, and only citizens ordinarily resident in Zimbabwe, or a body corporate whose controlling interest are held in Zimbabwe, can apply for a license.

³ Public Order and Security Act (POSA) of 2002 contains provisions that curtail freedom of expression. It deals with publishing or communicating "false statements" considered prejudicial to the State. It also makes it a criminal offence for a person inside or outside the country to communicate a statement that is wholly or materially false.

According to Dombo (2014), the coming in of a different voice, in the form of the *Daily News*, was important for information dissemination. By virtue of it being a different media to the state-owned media, this meant that the *Daily News* provided another side of the story to the problems facing Zimbabwe. The paper's editorial charter captured the newspapers motto "Telling it as it is", which for many meant highlighting the Zimbabwe government's failures (Dombo, 2014). Moyo (2005) avers that, although it was a largely foreign-funded newspaper, the *Daily News* was most welcome because it came at a time when there was political turmoil on the media landscape, following the birth of the MDC. The state media soon faced competition from the private weekly paper and the *Daily News* soon eclipsed *The Herald* as the leading daily. The rate at which the private media was growing threatened the government's hegemonic control of political discussions in Zimbabwe (Mukundu & Ngwenya, 2011). The *Daily News* soon became a threat to the government because of its fearless criticism of government corruption and political intolerance.

Ruhanya (2010) states that by attempting to play a significant role in the country's affairs, the *Daily News* soon crossed paths with the ruling party Zanu PF. In its reports, the *Daily News* critiqued the 2000 constitution-making process by reporting on the activities of the commission; most of its reports were negative. The *Daily News* gave the National Constitutional Assembly (NCA) space in its paper to publish its (NCA) adverts and opinion articles. Dombo (2014) argues that, following the referendum results, the *Daily News* readers expressed gratitude to the *Daily News* for accurate information of the draft constitution, which assisted Zimbabweans to make a choice in what to vote for. However, this did not sit well with the ruling party.

In addition, Dombo (2014) opines that the *Daily News* was seen as being against the 2000 land reform programme due to the hostile language the paper used to report the process. The paper characterised the process as illegal and misguided. In 2003, the *Daily News* was closed down using the newly amended AIPPA. Prior to its closure, the *Daily News* was bombed three times showing the lengths to which some people were ready to shut out the opposing voices in the media (MISA, 2004).

It is within this volatile and highly polarised media landscape that the former Prime Minister's marriage saga happened. The marriage conflict was widely covered by both the state media and the private-owned media. Amongst several other issues in Zimbabwe the researcher chose Tsvangirai's marriage saga as he is an influential political public figure. The marriage saga

caught the interest of the media and general public, nationally. It also received significant media coverage over the month of September when the Premier decided to leave one woman for another since the jilted Ms Locardia Karimatsenga did not take it lying down. The researcher chose two newspapers from either sides of their ideological inclination as she could not make use of all the newspapers. According to *The Herald*, Locardia claims that she was married to Tsvangirai and that he was about to marry another woman, Elizabeth Macheke while they were still together hence, the marriage conflict. The paper also alleges the Premier denied that he married Locardia. The Premier has allegedly been linked with several women for example Nosipho Shilubane, Loreta Nyathi and Aquilina Pamberi who claimed that he also promised them marriage. This study, utilised the reports on the former Zimbabwean Prime Minister, Morgan Tsvangirai's marriage saga, which involved Ms Elizabeth Macheke and Ms Locardia Karimatsenga to highlight the ideological differences of the selected newspapers through studying the language used to represent the marriage events.

This study, focused on the language used to represent the marriage saga, in order to show the ideological affiliations and contradictions of the two selected newspapers in their reports of the marriage. The researcher made a comparative analysis of the stories published in both papers, and focus was on the month of September 2012, the period during which the former Prime Minister, Morgan Tsvangirai, married Ms Elizabeth Macheke and also when his debacles with his ex-girlfriend Ms Locardia Karimatsenga, took centre stage in the media. The aim of the analysis was to establish the similarities and/ differences in language usage in the reports of the two newspapers. The ultimate goal was to establish the power of language to present similar issues in different ways.

1.3 STATEMENT OF THE PROBLEM

Since the introduction of Private media in Zimbabwe in the late 1990's there have been debates that the manner in which news is being reported in both the public and private media is contrary to journalistic ethics of objectivity. To determine whether a newspaper is objective it is important to study the way it uses language. Language used by news carries with it various overt or hidden meanings, feelings and/ or thoughts. This study, therefore, examined the language used to represent the Prime Minister. *The Herald* is a government owned newspaper while the *Daily*

News is a privately owned paper. Thus the study seeks to show how polarisation manifests itself through language use in these two different newspapers.

1.4 AIM

The study aimed to examine how language is used by *The Herald* and the *Daily News* in reporting the former Prime Minister Morgan Tsvangirai's marriage saga.

1.5 OBJECTIVES

The research sought to:

- Analyse the language used in headlines of the selected articles to describe the marriage saga;
- Establish the sources that the two selected newspapers consulted to report on the marriage saga;
- Examine whether there are similarities and/or differences in the manner in which language is used to represent the marriage saga in the two newspapers; and
- Evaluate how language use reveals the ideological stances of the two newspapers in their reporting of the marriage saga.

1.6 RESEARCH QUESTIONS

- How does the language used in the headlines of the selected articles describe the marriage saga?
- How did the two selected newspapers use their sources in their reports of the marriage saga?
- What were the similarities and/or differences in the manner in which the marriage saga was represented by the two newspapers?
- How does language use reveal the ideological stances of the two newspapers in their reports of the marriage saga?

1.7 SIGNIFICANCE OF THE STUDY

Private media is relatively new in Zimbabwe because of that not many studies have been done to show how it uses language to convey its message. This study is significant in that it will add to the body of knowledge on how Zimbabwe media companies use language to convey their messages. The study will compare and contrast public and private media usage of language

thus, adding to new knowledge about differences and similarities of these two newspaper companies. Furthermore, scholars and researchers will get a deeper/broader understanding of the importance of language and how it can affect the social and political fabric of a country.

1.8 DELIMITATION OF THE STUDY

The research was confined to articles published by *The Herald* and the *Daily News* newspapers. Focus was on the month of September 2012, the period during which the former Prime Minister, Morgan Richard Tsvangirai, married Ms Elizabeth Macheka and also when his debacles with his ex-girlfriend Ms Locardia Karimatsenga took center stage in the media.

1.9 DEFINITION OF TERMS

Language: The Swiss linguist, De Saussure (1966) defines language as system of signs, and each sign can be understood as a combination of a form (signifier) and a particular meaning (signified). Scott (2001) also defines language as a link between thought and sound, and the combination provides communication. Similarly, Goldestein (2008) defines language as a system of communication that makes use of signs and sounds that help humans to convey ideas, thoughts, experiences and feelings, hence it allows its operators to have access to a number of linguistic codes which enable them to state similar things in different ways. However, Thompson (2005) likens language to fuel used by people to convey desire. He also states that it has immense power to present issues in different ways, hence its effect depends upon how it is employed. Altschull (1995) argues that language has always been the main device for social control since human beings have always communicated with one another. At times, the media takes a propagandist approach through manipulating language so as to confine the public to certain ideological straitjackets (Althusser, 1969). This shows the power embedded in the use of language. This study made use of Thompson (2005), Altschull (1995) and Althusser (1969) definitions of language as they define language as a tool for communication, which conveys thoughts and is also used for social control. The linguistic definition of language by Saussure (1966) and Scott (2001) was not used in this study.

Representation: Webster (2015) defines representation as the process of replacing or doing something on behalf of someone. Alimadi (2002) argues that, through the process of representation, something is always added or subtracted. He goes on to state that

representations give a selective view of the subject matter, one that fits the dominant social and cultural view of the particular subject. Mamdani (2009) opines that, when one is talking about representation, one is already engaged with issues of politics and power dynamics that govern human relationships. The study adopted Mamdani (2009) and Alimadi's (2002) definitions of representation which state that representation is a depiction and that it contains an element of a point of view of the people who made it. It is associated with issues of power dynamics that govern human relationships and interactions.

Texts: Ricoeur (1971) defines texts as utterances or a combination of utterances fixed in writing. People use language to describe the visual world Dodge *et al* (2012). Ministry of education (2004) states that texts are also in visual form and that visual texts use a combination of visual features (camera shots, still pictures, and graphics) and verbal features (words, dialogue and language features) to get a message across to the audience. This study comprised of both visuals and words. These were analysed to get meaning of what the writers of the newspaper articles were trying to tell the public.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter reviews relevant literature and explores the theoretical framework utilised in the study. Literature reviewed focused on work done in the field of language use in print media, in particular the views of current scholars concerning how language highlights ideological differences between private and public print media. Textbooks, newspaper articles, published journal articles and Internet sources were used as forms of literature. This review aimed at identifying gaps in scholarship. The literature review is divided into-sub topics such as Language of newspapers, discourse, ideology and power. The choice of literature review was guided by the research questions. The analysis of this study was also underpinned by the Representation theory (Hall, 1997) and Framing theory (Goffman, 1974). These theories were relevant to the study and were used to interpret findings and to find frames used by writers of the newspaper articles to frame stories and present their stories.

2.2 LANGUAGE OF NEWSPAPERS

Manjulaski (2003) states that communication encompasses all methods of disseminating information, be it feelings, beliefs, knowledge and thoughts. Newspapers, shows and television are methods of disseminating information and they impart language use as a basic factor. Manjulaski observes that newspaper content is about current events and world affairs. He notes that in India, everything is viewed from a political perspective and such is the case in Zimbabwe. The bulk of news stories were angled from the shades of political opinion that the paper supports, thus showing its ideology which regulates its language use.

Newspapers are a common form of written discourse for the mass media (Pajunen, 2008). Reading a newspaper is a daily routine for most people. Khalil (2000) states that style is a key feature that distinguishes types of discourses. There are characteristics that make newspaper discourse stand apart from others. Reah (1998) states that some of these characteristics are sport news, entertainment, advertisements and analysis. Crystal & Davy (1969) observe that newspapers show various kinds of language and are stylistically very diverse. They also state

that reporters or writers describe issues involving feelings as seen, for example, in news stories, which deal with issues that affect people's lives.

Another characteristic of newspaper discourse is the advertisement. Advertisements fill up the large part of the newspaper space. They are used to promote/sell certain products. In order to influence readers, promoters make use of rhetorical questions, repetition, paraphrasing and emphasis in their adverts (Crystal and Davy, 1969). The manner in which each discourse uses language distinguishes it from others.

Crystal & Davy (1969) observe that every newspaper has its own style, a combination of several stylistic features. Its own style enhances readability and comprehension for successful information dissemination. They state that the language of the press is a specific discourse which has its own style and diction. Therefore, newspaper discourse deserves to be studied, in particular the language used.

Bell (1991) observes that there are different types of news genres, namely hard news and soft news. Petterson (2000) describes hard news as critical events or breaking news stories involving major issues, discoveries, significant disruptions in routines of daily life and environmental disasters. News pertaining to such events are important to the citizens as they deserve what is going on around them. Petterson (2000) also describes soft news as referring to the non-scheduled events which the media is not under pressure to publish. He states that it is news that is more personality centred and less time bound. Soft news marks a change in the vocabulary of news. Media Awareness Network (2008) further describes soft news as news that entertains readers, news that covers human interest while hard news takes a factual approach of what happened, who was involved, where, when it happened, and why. Mills-Brown (2014) states that soft news is also called market centred journalism, news that is meant to sell a paper consisting of celebrity issues and entertainment. She observes that the term soft grew from featuring stories of human interest to presenting stories that are more personality-centred and have little or no urgency. Hard news stories relate to recent events or incidents that are considered to be of importance both locally and internationally.

News reports about the former Prime Minister Morgan Tsvangirai's marriage saga involving two women, Locardia Karimatsenga and Elizabeth Macheka, which are the focal point of this study fall under the soft news genre as there were no disruptions and changes in the daily routine or

lives of the people of Zimbabwe because of the news. The story was rather sensational and it entertained readers. Bell (1991) avers that soft news include the background history of the issue and that writers often include their opinions. He further observes that hard news constitute the core news product and the style that reporters use to write their stories. News reporter's act as intermediaries for the public and, because of that, they have to strive to be more objective in their writings. It is within the hard news genre that more objectivity is supposed to be found. It is important to analyse the language used in newspapers as it is the only means that reveal hidden message in the news content (Bell, 1998). The language used in newspapers is relatively formal and impersonal (Pajunen, 2008). He also states that stories are written in the past tense the headlines are written in the present tense. Literature on headlines is discussed in the next section.

2.2.1 LANGUAGE OF HEADLINES

A headline is the first thing that a person reads in a news story; and it is an integral part of the story (Pajunen, 2008). Reah (1998) states that a headline has to attract the reader's attention using a minimum number of words. In a way the headline sells the story to the reader and, at the same time, it provides a framework for the reading process and steers the reader in a certain direction of reading the story.

Wilson (1998) observes that, apart from giving information about the subject matter, headlines usually use short words to make an impact. Headlines contain a huge amount of appraisal, which is the act of assessing someone or something, thus showing the writer's interpretation of facts in the news story. Goumovskaya (2007) avers that elements of appraisal could be in the selection and manner of presenting news. He expresses that appraisal is not only in the choice of diction, but in the use of syntactic structures. Elements of appraisal highlight the reporter's lack of certainty of the issue and the desire to avoid responsibility. Appraisal is highlighted through the use of the size of and the manner in which the headline is placed and elements of emotive syntax are phrased in the selected articles.

Dube (2013) states that headlines are primarily constructed to attract the attention of readers and, at times, do not accurately represent the event or facts. Dube further states that headlines are meant to be a mirror of the story, which is why members of the public read a news stories

after reading the headlines. For example, the headline “Civil servants to receive bonus” in Zimbabwe would generate public interest because, at times, civil servants receive the bonus late or do not receive it at all. According to the LM1 Handout 4 (2014), language features of headlines include short words for example, “Thugs battle” that make an impact, omitted words, word play “Police found drunk in street” and noun strings like “Teenage pregnancy increase”. Alliteration, ambiguity, verb changes, loaded words, noun phrases, nominalisations, gimmicks, puns, metaphors, intertextuality and homonyms are some of the stylistic devices that reporters use in their messages. Because headlines have all these features, they have a visual function. The images shown give meaning to the headline or an extra dimension of meaning. Bell (1991) observes that headlines are usually found in the lead too. They are a source of how a story should develop, although certain information from the lead is found in the body of the story.

2.2.2 THE LEAD AND BODY

The lead follows and expounds the headline. It contains the main idea, which is the focus of the story. Wilson (1998) states that a news article is based on the five Ws, namely Who, Why, What, When and Where + How, and are supposed to be used in the first couple of sentences. Bell (1991) opines that the lead of the story provides a “micro-story”, which is the gist of the events in it. The rest of the article is used to recapitulate the five W’s. Pape and Featherstone (2005) view the lead as the most important paragraph in a news text. The most important facts are raised in the lead and within itself the crucial points are stated at the beginning of the paragraph. Werlich (1976) argues that the lead should be one sentence. Van Dijk (1988) further intimates that the lead is one condensed sentence which functions as a summary of the story. Thus, Bell (1991) opines that the lead has a dual function, which is to tell the whole story and also summarise it. Brown & Yule (1983) observe that it guides the reading process as it has an effect on the readers’ anticipation of what comes next.

White (1998) points out that the main body of the story is written in an inverted pyramid structure. He argues that the inverted pyramid analysis of hard news reports is an organisation of details in a news report. According to Sabao (2013), journalistic training material is arranged by “importance”, what is “relevant” and “important” must come first moving progressively through layers of decreasing significance. Thomson *et al.* (2008) concurs the inverted pyramid is an arrangement of facts beginning with the most important gradually progressing through to

what is least important. The main body of a news story consists of quotations and reported speech as the news is what somebody says. These are discussed next.

2.2.3 QUOTATIONS AND THE SENTENCE

Pajunen (2008) argues that quotations and reported speech play a significant role in a news article. He states that quotations make the story more authentic and livelier as they bring variation into the article through the form of news witness/source's own words. Fairclough (1995) posits that, with indirect speech, there is generally some uncertainties as to whether the words belong to the reporter or the source. According to Pajunen (2008), reporters use quotations and direct speech, in order to be neutral and impersonal. Coulthard (1994) and Dijk (1988a) observe that reporters may only report those parts of the speech which they deem significant and which serve their ideological aim. This shows that selecting quotes is subjective in that it reveals lack of neutrality from reporters as they only choose quotations that serve their purpose. McQuail (1994) states that selecting quotes makes it easier for reporters to frame stories as they place emphasis on an issue, thereby putting it within a field of meaning which is different from what actually happened.

Fairclough (1995b) argues that the representation of speech is always mediated and interpreted in one way or the other. Coulthard (1994) states that "no speech representation is objective and simply neutral ...sayings are through the perspective of a teller, who is an agent in a discursive practice". This means that reporters select that which suit what they are trying to bring across. Thus, stories are tailored to suit their point of view and the public is made to take it as it is. Kuo (2003) carried out a study in Taiwan about language and ideology in two newspapers, with emphasis on quotation patterns. He discovered that the two newspapers differed significantly in their selection of quotation contents and quoted speakers. As a result, his study demonstrated that the choice of quotations of speech in the news tend to contain some degree of intervention.

Van Dijk (1987) argues that information from sources of a news story is handled/written in a different manner depending on the source's status. He observes that information from a more powerful source, which could be a government official, is deemed as the truth unlike that from a mere ordinary member of the public. However, this might depend on the agenda of the media organisation at that particular time and if its aim is to vilify a public servant, it might give very

little credence to evidence given by the government official. Bell (1991) states that such information is usually put in scare quotes; these are quotation marks placed on a word or phrase. According to the punctuation guide (2017) scare quotes are used to cast doubt on a word or phrase, or to emphasize that the word or phrase is being used as a euphemism. Kress (1983) opines that such kind of treatment of sources indicates that quotation marks are another form of ideological evaluation of information, thus highlighting the ideological inclination of a paper. This is highlighted in a study carried out by Ghannam (2011) of how six Lebanese newspapers with different political ideologies, reported the same event, revealing their different attitudes through the use of language. The study revealed that language can point out underlying ideologies by reporting and reshaping articles in different ways. It also identified the grammatical structures of the language involved in the articles and the omission of certain quotations from other articles.

Pajunen (2008) opines that quotations are ascribed to speakers by reporting verbs. These speech verbs show how reported words are conveyed. Pajunen further states that speech verbs, to some extent, voice the reporter's attitude towards what he/she will say next. Bell (1991) argues that reporters use these verbs because they are evaluative and influence the public in how to translate the speaker's statement. Caldas and Coulthard (1994) assert that these verbs "frame" the statement that comes after it. Examples of these verbs are "say" and "tell". They state that these verbs are a neutral speech verb that introduce a statement without evaluating it. Bell (1991) reinforces this view by further discussing that there is a link between the verb used and the speaker. He notes that studies have found systematic differences between using the verb "say" as used by a genuine/credible source and the verb "claim" in the case of a less genuine source.

2.2.4 THE SENTENCE AND THE WORD

Pape & Featherstone (2005) note that one should use short, simple vocabulary and sentences when writing news reports. Touchman (1978) contends that sentences in news stories usually have less than twenty words and reporters do away with words that have more than two syllables. In contrast, Van Dijk (1988) argues that news texts have long and compound sentences. Van Dijk's observation is based on a case study of the international press coverage of a specific area. The research found out that the average length of a sentence has about 25 words. Contesting Touchman's argument of a few words, Van Dijk reinforces his argument by

adding that news stories contain embedded clauses and nominalisations. Crystal & Davy (1969) also observe that news texts contain more complex and pre-modifications than ordinary texts. The compoundness of these sentences could be due to the formal nature of the requirements of writing news articles, concisely and informatively. Crystal & Davy (1969) express, however, that short sentences are found at the end of the sentence after the important information has been written at the beginning of the story.

Crystal & Davy (1969) observe that news texts share some stylistic features which are hardly found or are rare in other discourses, for example inverted declarative sentence structures. Instead of saying “Reliable sources declared that the Zimbabwean economic situation has worsened,” a news text could be phrased, “The economic situation in Zimbabwe has worsened,” a reliable source declared. The inverted declarative sentence is assertive and affirms a fact, thereby making it believable to the readers (see Crystal & Davy, 1969). With the knowledge of sentence usage in newspapers, the researcher will analyse the sentence length and whether or not the articles have declarative sentences. The analysis also highlights their effects in meaning making.

Rossington (2012) avers that journalists are usually accused of misinforming the public and showing bias in their writing. This is because reporters often use catchy headlines, as the headline language is part of a block language (language made up of important words) which is characterised by modified nouns and omission of words that have low informative value (Mardh, 1980). Boyd (2014) postulates that journalist’s choice of words usually involves short, dramatic and rhetoric devices like puns, alliterations, metaphors, to mention but a few. Through using these stylistic devices, reporters are able to slightly twist information to suit their agenda, thus revealing their stance. One can say that newspapers do not only present facts, but that they are a form of art as they have many dimensions in their style of writing. This also shows the power embedded in language and how it can be used to present information.

Buja (2010) highlights another dimension in his analysis of a newspaper article. He tries to show that one may uncover a certain culture in a specific period of its historical development. He discovered that, in order to get a suitable explanation of the author’s message, there is need to combine linguistic meaning with context. To identify the communicative content of a sentence is important because it assists people to understand coherence and relations across the sentence making up the text of the newspaper article.

2.2.5 EFFECTS OF OWNERSHIP ON LANGUAGE USE

Fairclough (1995) argues that the media is mainly an established view of the world and discourse. This means that the world gets to have a view of the world through it. An important factor in the existence of the press is ownership. Boyd (2014) contends that the owner of the newspaper controls the content, its political and editorial perspective. This shows that the owner of the paper has a significant influence in shaping views and how they are presented. Manjulaishi (2003) states that, in India, everything is viewed from a political perspective. Therefore, the manner in which news is presented lies within the ideology of the newspaper.

This is also the case in Zimbabwe, in that pro-government newspapers, such as *The Herald*, sympathise with the government, while the privately-owned newspapers are critical of the government (Moyo, 2005). This also shows that newspapers can be used to push certain agendas and ideologies. These ideologies control and regulate language use. Malkmkjaer (1991) observes that people speak from an ideological point of view. This means that language is not a transparent means of communication about the objective world, but is ever evolving to suit the social dynamics of that particular time.

Fiske (1994) opines that language, therefore, is no longer seen as merely reflecting reality but as central to creating reality. He argues that words are never neutral, but that they carry a power that reflects the interests of those who speak or write them. Taiwo (2007) concurs that language can never appear by itself, but that it always appears as a representative of a system of linguistic terms which reflect the prevailing discursive and ideological systems. The result is that one can easily tell by reading a story or book that it belongs to which author. Carson (1995) considers language as a device of power and has the ability to deconstruct power discourse. In the same manner, Bourdieu (1977) avers that language is not merely a tool for communication but of power; the one in control has the choice of language and determines how reporters should phrase their stories.

Lancer (2016) states that to have power is to have control. Thus, when one has power, one has control over the information that is disseminated. As a result, information ends up being material for the rulers, who tailor it to suit what they want the public to think. Boylan (1991) argues that information usually turns out to be the peculiar property of those in power and their attendant

experts and publicists. Hall (1997) concurs that those with political and/or economic power control or determine what is presented in the media.

Kuo & Nakamura (2005) carried out a study in Taiwan about the ideological differences in newspapers in their coverage of the same event. They discovered that ideological biases are linguistically embedded and that language is a vehicle of covert interpretation in supposedly neutral reporting. Therefore, instead of accepting the news discourse as “neutral”, readers should approach it critically to uncover the concealed ideology infused in the language.

Moore (2003) asserts that politicians and political speech writers often rely on a range of powerful techniques such as allusions, alliterations, metaphors, parallelism, antithesis, repetition and redundant questions. In line with this, Althusser (1970) states that the elite or the ruling class do not function by repression but by ideology. Althusser goes on to state that the ruling class dominate although they do not want it to be explicit as it gives ground for class struggle. Hence by dominating, the elite (those in power) make sure that news is written in such a way that will influence the readers to end up having the same perceptions as themselves. A discourse is signified by spoken or written language meaning that a discourse is constructed using language. Therefore, discourse is discussed in the next section.

2.3 DISCOURSE

Foucault (1972) defines discourse as any collection of statements, of things said, belonging to a single system of formation which is different from other groups of statements. He views language as part of discourse, but not as equal to it. He argues that discourse characterises a certain consistency of language which has its own truth, conditions, schemas of perception, and hierarchy of practices. Van Dijk (1989) opines that discourse is a form of language use, a social interaction which can be defined as a communicative event. Cole (2011) points out that discourse refers to how humans think and communicate about people and the social make up of a society, as well as the connections between the two. Naturally, discourse occurs out of social associations like politics and media. Through giving structure and order to language and thought, discourse constructs people’s lives and relations with others and the society. Hence it forms what people are capable of thinking and knowing at any given time. By so doing, discourse produces more of what happens within the society. Cole’s perception of discourse is an extension of Foucault, who states that discourse is a social structure which involves a shared

manner of communication. Vishnu and Mahesh (2010) argue that a discourse is made up of and organised in segments of language beyond and above the sentence. It is composed of words, sentences, phrases and clauses. They state that discourse goes beyond sentential boundaries. Matthews (2005) concurs that discourse is any coherent succession of sentences spoken or written. With that, in this study, the researcher analysed the meaning of each word and sentence in all the selected articles.

Van Dijk (1997) also maintains that discourse is usually known as a form of spoken language by a particular group. For example, lawyers have their own language known as legal language; the same principle applies to doctors who also have their own medical language. That language is far removed from the everyday use of language as it is different from ordinary language and no layman can understand it if they do not have any knowledge of that particular discourse. He further defines discourse as a certain practice of language use, as well as a form of social interaction that can be interpreted as a communicative event of a social situation which may include news, discussions, meetings, laws, interviews to mention but a few. This shows that discourse allows social communication, thus it plays a significant part in the social construction of the world. Schneider (2013) also argues that, generally, discourse is conversing and discussing with one another.

According to Khalil (2000), there are various types of media discourses, newspaper discourse as one of them. Newspapers are a common form of written discourse for mass media (Pajunen, 2008). Reading a newspaper is a daily routine for most people. Van Dijk (1997) asserts that discourse is part of a complex social event in that people use language to communicate to others about their feelings, ideas and what they believe. He further observes that discourse is a means of creating and recreating ideologies. This is highlighted by a reporter's choice of who to interview. By so doing the reporter is giving power to that source of determining the direction of the story. Reporters can choose sources who have information that suit what they want their readers to read. Hutcheon (1991) observes that discourse is not just a device of dominion, but is somewhat, a tool of power.

According to the general and broadly acknowledged view, power is an instrument for social construction and reality (Andrews, 2012). Thus, if discourse is a means of constructing ideologies, then it means that the discourse of newspapers carries the ideology of that particular paper. Prokopova (2008) states that newspapers are a means of mass media communication to

the world. This means that media are generally perceived as good institutions that bring information to the public; information which is aligned with the way the media perceive issues. Since discourse is a medium of communication, power mediates all relations and ideology groups similar values and practices. In the following section, ideology is discussed.

2.4 IDEOLOGY

Taiwo (2007) defines ideology as attitudes, set of beliefs, values and doctrines with reference to religious, political, social and economic life. These characteristics shape individuals and group perceptions through which reality is constructed and interpreted.

Regai (1991) also defines ideology as an interrelated organisation of opinions and values about a people and society, validity and authority that is highly attained as a matter of faith and habit. He states that the traditions and principles of ideology are conveyed through symbols in a basic, reasonable and competent way. Ideological beliefs are more or less coherent, articulate, and less open to new evidence and information as people would want to conserve their beliefs (Regai, 1991). On that idea, Althusser (1976) argues that ideologies are not pure illusions, but bodies of representations existing in institutions and practices; they figure in the superstructure (political dominance), and are rooted in class struggle (Althusser, 1976). This is how those in power dominate and maintain their beliefs in society.

This also shows that ideology is the lived relations between man and his world, (Althusser, 1969). Althusser's definition of ideology adds another dimension to Regai's idea that ideology is rooted in class struggle which is through political means. This is how those with the dominant ideology manipulate and control others. Wang (1993) carried out a study in Taiwan about newspapers and he observed that reportage of the same event by two newspapers is both structurally and quantitatively different. He states that ideology and political interests are two possible facts which contribute to the perceived differences. However, Wang states that related events may also be described in a much different manner by the same newspaper. Although this study also makes use of two newspapers, its interest is not only restricted to a comparison of the two newspapers, but to highlighting how the ideological differences of these papers are represented.

Fairclough (1995) argues that the concept of ideology suggests distortion and manipulation of the truth for hidden interests. This means that after influencing the public with a certain ideology, people can end up adopting that ideology. The media plays a vital role in the construction of ideologies (Jalbert, 1983). The manner in which events are presented in a news story's description of events inevitably has a bearing on the writer's ideology (Van Dijk, 1988). Anything written or said about the world is spoken from a certain understanding or position. Given that, it is important to note that in news writing, the manner in which news is presented has a bearing on the ideology of the owner of the media house. A study about ideological differences of various newspapers in Britain was carried out by Trew (1991) and he discovered that newspapers do indeed convey diverging linguistic representations of the same event.

When one has power he or she is in control of what is to be published. With that, Zaidi (1997) states that it is impossible to speak of ideology without including power. He observes that power and ideology cannot be separated and that by excluding power, an ideology will not be more than a set of beliefs, or a socio-philosophical treatise. Ideologies without power are no more than pious well-wishers. Power does not have to be visible; it's just there. This idea is reinforced by Gal's (1991) explanation of power which is as follows:

Power is more than an authoritative voice in decision making; its strongest form may well be the ability to define social reality, to impose visions of the world. Such visions are inscribed in language and enacted in interaction.

Gal's (1991) explanation of power and ideology is quite enlightening. It highlights that power is a vital part of an ideology and that a society or group that has power can easily impose its visions on others.

Croteau (2002) defines ideology as generally the organisation of meaning that assists in defining and explaining the world to make important findings about that world. He states that ideology is related to concepts such as worldview, belief system and values that a person has and, at the same time, it is broader than the terms. He points out that it does not only refer to the beliefs apprehended of the world but also the basic ways in which the world is defined. Ideology then is not only about political issues; rather it has a vast and more fundamental meaning (Croteau, 2002). To add on, Dino (2011) argues that ideology has a material existence. Althusser (1976) holds a similar view that ideology, including its practice(s), exists in

an apparatus. This means that ideology manifests itself through actions which are placed into practices, for instance, rituals and conventional behaviour. Croteau's view of ideology simply explains and reinforces Althusser and Regai's concepts of ideology as he states that ideologies give an understanding of the world, and they are beliefs of a people and that they manifest themselves through their practices.

Furthermore, Van Dijk (2004) states that, as organisations of ideas of social groups and movements, ideologies do not only make sense in order to understand the world (that is from the groups view point), but also as a basis for the social practices of the group members. Van Dijk (2006) expresses that ideologies are central beliefs that are behind or trigger social representations of precise types of social associations. He points out that these representations are at the same time foundations of discourse and other social practices. He further states that ideologies have been assumed to be largely conveyed and attained by discourse, which is both verbal and written communicative interaction. This happens when any one of the group members clarifies, encourages or authenticates their doings, in the group. They characteristically do it according to their ideological discourse.

To sum up, O'Sullivan, Fiske, Hartley, Montgomery, and Saunders (2004) indicate that ideology is:

The social relations of signification (knowledge and consciousness) in class societies.... Ideology is seen as any knowledge that is posed as natural or generally applicable, particularly when its social origins are suppressed....Hence...ideology is seen as the practice of reproducing social relations of inequality within the sphere of signification and discourse.

It can, thus, be argued that ideology is an instrument through which the ruling class attempts to trick and control the ruled. Thompson (1984) also states that, ideology is "linked to the process of sustaining asymmetrical relations of power to maintain domination... by disguising, legitimating, or distorting those relations". In this study, therefore, the analysis sought to highlight that the ideology of a paper can subtly influence the readers' perception through what they read thus ultimately controlling their minds. The study was analysed through the specs of the following theories.

2.5 THEORETICAL FRAMEWORK

2.6 REPRESENTATION THEORY

Hall (1997) defines representation as a way in which meaning is somehow given to the things which are depicted through images or anything on the screen or words in a book which stand for what is under discussion. He also describes representation as a course whereby meaning is shaped and shared amongst members of a culture through the use of language, signs and images which stand for the real object. Summers (1996) defines representation as performance of resemblance. The idea is that the representation being formed by the producer points to the real object. It is a process whereby the original object is being remanufactured in meaning, usually in its likeness (Geraghty, 1996). Fourie (2008) argues that media studies accepts that representations are mediated and have opinionated views of reality. He states that media does not hold the capacity to represent the reality truthfully and furthers argues that such an understanding of representation has resulted in critical questions as the imitation might be of decreased value.

There are three approaches that describe how language is used to represent the world, namely reflective, intentional and constructivist (Acosta, 2012). Acosta (2012) states that, with the reflective approach to representation, language is perceived to work as a mirror in reproducing the actual object. He avers that the Greek term “mimesis” is used for that purpose to highlight how language reproduces nature. Plato defined representation as an imitation and argued that representation also constitutes a fake (see Fourie, 1998). Hall (1997) reinforces when he says that the reflective approach suggests that language functions by reflecting “truth” that is present in the world.

The intentional approach, however states the contrary, it suggests that the writer or speaker imposes meaning of their work to the public through their use of language (Acosta, 2012). He avers that words only mean what their user intends them to mean. Hall (1997) argues that writers do not make up their own language, but that language is based on a shared linguistic and codes of a culture. Thus, the writer’s intended meaning follows these conventions, in order to be understood.

The constructivist approach identifies with the social character of language and recognises that users of language can fix meaning (Hall, 1997). Hall also states that meaning is not inherent in itself, but people create meaning using systems. Hall further observes that, within the constructionist approach, there are two variants, namely the semiotic approach by De Saussure and the discursive approach by Foucault (1980). Greer (2008) describes semiotics as the study of signs. He states that semiotics focuses on the part played by signs in the creation and recreation of meaning in texts. The approach sees language and its structures as creating the opportunity of representing the world in a particular way. Thus, he showed that representation was a practice. Hall (1997) avers that, in addition to words and images from the semiotic approach, objects can work as signifiers in the construction of meaning.

Acosta (2012) argues that meaning is created within language, which is the practice of representation made through signifying. The production of meaning relies on two related systems of representation, namely concepts and language. Hall (1997) describes concepts as physiological representations of the world. He believes that these concepts may be made from physical or material things that people do not observe through their senses, for instance, a table or a tree, or they could be abstract things that people cannot openly touch or feel, for example, culture and pain. One can arrange and categorise various concepts and come up with a complicated plan to define the relations between them (Hall, 1997). Acosta (2012) observes that one may have the concept and know its meaning, but cannot communicate what it means without the second system of representation, which is language. Hall (1997) indicates that language comprises of spoken or written words and visual images like gestures, music or stimuli. He argues that language is subjective and usually has little semblance of the objects or things to which they refer.

Rayner *et al* (2001) indicates that signs usually function through a series of codes that are often socially constructed by a particular society. For example, the colour black is usually associated with mourning in the Western world and other parts of Africa. Acosta (2012) points out that codes govern the translation between concepts and language. Rayner *et al* (2012), concur that codes are culturally created and that they also stabilise meaning within different languages and cultures. However, meanings can never be completely fixed as social and linguistic conventions change over time.

Greer (2008) defines the signifier as a vehicle that expresses the sign. Culler (1976) refers to the signifier as the form or the language used to refer to a concept and it conforms to the idea prompted in the mind which is the concept as the signified. Both the signifier and signified constituted the sign which are part of a system and are described in relation to the other members of that system. Hall (1997) points out that signifiers have to be arranged into a system of differences for them to be distinguished from one another, for example, traffic lights. Traffic lights have colours that are associated with various meanings; the colour green generally means life, whereas in traffic lights, it means that cars can safely proceed.

Taking language as an example of representation and how it works, the detached elements of language which are words, gestures, and sounds are futile if taken and used separately. To have a purpose, they must be used collectively to produce meaning or portray an idea. Amin (2011) observes that, when the elements of language are used collectively, they become signs which stand for meanings people wish to communicate. Therefore, representation has something to do with understanding how language and knowledge production work together to produce meaning (Amin, 2011). This means that language is the main tool used by humans to interact with one another, making it possible for people to write, read and understand. According to Hall (1997), language operates as a representational system which includes signs and symbols. He states that:

Language, then, is the property of neither the sender nor the receiver of meanings. It is the shared cultural space in which the production of meaning through language that is representation takes place.

He observes that language is a shared cultural space where production of meaning through language takes place, is representation. This shows how important language is in creating meaning and bringing out concepts in people's minds. One can state that communication and language complete the circle of representation. Hall states that to represent something is to place a likeness of it in the mind or in the senses. With this, Fowler (1991) argues that ideas and events are at times not communicated neutrally. This could be due to the editorial restrictions; the press is partially forced to alter its writing style and, in the process, can alter the reality of the situation (Amin, 2011). In this study, the representation theory was adopted, in order to examine how language was used by the *The Herald* and the *Daily News* to describe the former Prime Minister's marriage saga and also to establish the meanings that they were trying to convey.

The study examined how reporters manipulated language to bring out their views and opinions which were used to influence or determine a third parties' actions. Representation works in various ways, for example, it consists of repeated elements, contains a point of view, and has a mode of address. The media categorises people, events or ideas (stereotypes).

2.7 FRAMING THEORY

Goffman (1974) is one of the first scholars to define frame analysis. Goffman (1974) defines the framing theory as a schemata of interpretation that helps people to locate, perceive, label and identify any experience. He explains framing as the various ways in which media produce their news and create a way in which the public can locate, perceive and identify what is going on in the world, thereby making sense of the events through their primary framework. It is the manner in which the information is presented and how it influences the publics' choice and decision on how to interpret information. Scheufele & Tewksbury (2007) also perceive framing as based on the assumption that the manner in which an issue is characterised in news reports can have an influence on how it is understood by audiences. It is a process whereby a communication source defines and constructs an issue or controversy

Goffman (1974) further states that there are two divisions within primary frameworks, namely natural and social. However, these divisions both serve to interpret data. He states that natural frameworks view events as physical things that happen naturally and not as a result of social forces. Social frameworks perceive events as socially driven situations due to whims and manipulations from other people. Social frameworks are built on natural frameworks and the frames that are produced have a huge bearing on how data is interpreted. Ultimately, Goffman's assumption is that people are capable users of these frames, consciously and unconsciously. Tuchman (1978) observes that without media frames, many of the issues and events that happen in the world will just be mere talk.

Entman (1993) modified Goffman's approach and argued that framing a communicative text is to promote certain facets of a perceived reality by making them more salient in a way that endorses casual interpretation. His modified framing concept states that:

To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a

particular problem definition, casual interpretation, moral evaluation, and/or treatment recommendation.

Entman's definition, therefore, means that frames are consciously adopted and made clear through emphasising the purposeful selection process. However, this is in contrast with Goffman's argument whose frames enhance rather than limit the reception and understanding of information by the audience. Scheufele (1999) postulates that, since the absorption of Entman's view of framing, media effects are being considered as social constructions. Miao (2010) opines that framing and presentation of facts may affect how recipients of the news come to understand the events. This means that the media constructs social reality through framing images of reality. Entman's view of framing limits or narrows reader's understanding of an issue by filtering some information so as to make what the reporter wants to put across more salient, whereas Goffman's approach sought to make the readers understand and interpret the whole issue.

Baran & Davis (2009) and McQuail (1994) opine that the media places emphasis on a certain issue and then place it within a field of meaning. For example, a picture frame creates borders around an image, crops out unwanted features on the image and highlights what is important. The same concept applies to media framing; the practice of filtering unimportant issues gives the writer lee way to know what is important to be published. This study examines the meanings and the messages that *The Herald* and the *Daily News* are presenting to the public through the use of language. Placing information in a field of meaning is analysed to show if it makes it simpler for the readers to understand. That field of meaning by attaching certain meanings or interpretation on an issue may have effects on the reader's perceptions. In that way, framing is often seen as second level agenda setting as both concepts describe the impact of the salience of characteristics of media coverage on the public reader's perceptions of news stories (Scheufele & Tewksbury, 2007).

Scheufele & Tewksbury (2007) argue that framing is not, per se, a bad thing, but is an inevitable part of human communication. They state that framing is usually found in media as events are presented within a field of meaning. Framing is also found in politics as politicians try to describe issues as one thing or another; even in religion and when negotiating as the other tries to move the other towards a desired outcome (Scheufele & Tewksbury, 2007).

Fairhurst & Sarr (1996) conclude by observing that the framing theory consists of three elements, namely language, thought and forethought. They state that language enables people to remember information and it aids them to change the way in which people perceive situations. To effectively use language, writers would have thought and reflected on their own interpretive frameworks and those of others. They state that writers use the following techniques to achieve their goal: metaphors, stories, traditional slogans (catch phrases and jargon), artifacts, contrast and spins.

2.8 CONCLUSION

This chapter reviewed literature on language use in newspapers. This chapter showed that language plays a vital role in the presentation of information to the public. It revealed that language is not transparent; it can be manipulated depending on the creativity and ideology of the writer, in order to send a message across to the public in a manner that is different from what actually happened. The chapter also discussed the two theories utilised in this study to interpret the findings. The following chapter discusses the research methodology.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

According to Kothari (2004), research methodology is a systematic way meant to solve the research problem. It is the science of studying how research is to be carried out. In this chapter, the researcher explains the ways in which the research problem was investigated. The main focus of this study was to analyse and describe the language used by the *The Herald* and the *Daily News* newspapers of Zimbabwe in reporting the former Prime Minister Morgan Tsvangirai's marriage saga to establish how language brings out the ideology of a newspaper.

This chapter discusses the methods employed by the researcher to collect data for analysis. It comprises the research design, sampling procedure, as well as the methods used to analyse data. The methods used were justified, their relevance and applicability to the study shown.

3.2 RESEARCH DESIGN

Kothari (2004) defines a research design as a conceptual structure, an arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose. In other words, it is a structure or a work plan with details on how data would be collected and analysed to enable the researcher to give answers to research questions. This study utilised a case study. Yin (2012) defines a case as a generally confined entity which could be of a person, organisation, event or other phenomenon and it serves as a main unit in the analysis of a case study. Fry *et al* (1999) describes case studies as complex phenomena or examples which give insight into the context of a problem, as well as illustrates the main point. Rawsthorne (2008) states that there are three types of case studies, namely intrinsic, instrumental and collective case studies. Stake (2003) states that the Intrinsic case study is undertaken because the researcher wants better understanding of that particular case; the motivation is personal. The instrumental case study involves using another case study to get understanding of another issue or to redraw generalisations. Lastly the collective case study is a

study that combines multiple cases into a single study to make comparisons in relation to a particular issue or phenomenon.

In this study, the researcher used a collective case study. The researcher used the collective case study because it has the framework to gain insight of the issue of interest across settings as it permits comparison within cases (Adams 2014). It is useful for identifying differences and making comparisons between different cases. From this study, the researcher is hoping to find the difference in the manner in which the writers from the selected publications presented the Premiers marriage saga. This study made use of *The Herald* and the *Daily News* newspapers as cases to study how they presented Morgan Tsvangirai's marriage conflict. The researcher analysed the language used from the headline to the end of the stories to find out if there were similarities and/or differences on how the newspapers presented the phenomenon.

3.3 SAMPLE AND SAMPLING PROCEDURE

According to Webster (1985), a sample is a fixed part of a population which has properties meant to be studied to gain information about the entire group. It is a subset from a population selected from a bigger population for the purpose of examination. In other words, a sample reflects the group from which it comes from.

Wilmot (2005) observes that there are two types of sampling methods. He begins by defining the quantitative approach stating that it infers quantity or numerical approach. The approach is based on testing the hypotheses deduced from the theory. Cho and Trent (2006) concurs that the quantitative approach relies on replicability, testing hypothesis and objective procedures. Wilmot (2005) states that the second method is the qualitative approach which aims to provide thorough understanding of the issues at hand through the lens of the people or objects being studied. Statistical inferences are not the objective of the approach. This study employed the qualitative method because it provides a broad and open-ended approach to finding meaning and also provides for interpretive, contextual and constructivist approach (Richardson, 2007). More so, the study is exploratory, meaning that it gives an insight into a particular topic and it is utilized when an issue is new (Babbie and Mouton, 2001). It is flexible and permits the researcher to address all types of research questions such as how and why (Du Plooy, 2001). Non- probability sampling is a strategy that qualitative researchers typically use when sampling (Du Plooy, 2001).

The study utilised the non-probability sampling method. Henning (2016) observes that there are five types of non-probability sampling methods, namely quota, snowball, purposive, convenience and self-selection sampling. Farooq (2013) describes quota sampling as a method in which data is collected from a specified number of individuals. The individuals are specified on the basis of age, sex and education. He defines self-selection as method whereby individuals offer themselves for participation. For example, when an advertisement of an inquiry is published, people volunteer to be part of the study. Henning (2016) describes convenience sampling as a method in which easily available individuals are interviewed, for instance, people intercepted on the street, Facebook fans and so on. He defines snowball sampling as a method that requires respondents to recommend other people who might end up being invited to take the survey. Lastly, he describes purposive sampling as a method that purposefully chooses a people according to the features they have that meet the purpose of the study.

In this study, the researcher employed purposive sampling to select the sample. Tangco (2007) describes purposive sampling as a deliberate choice of an informant due to the qualities the informant possesses. Etikan (2016) states that the purposive sampling technique is also known as judgment sampling because it is the deliberate choice of participants due to the qualities they possess. The idea behind purposive sampling is that much attention is given to participants with characteristics that will aid with relevant information for the research. Etikan (2016) further states that this technique is sometimes open to bias and error because the sample is based on the judgment of the researcher. For that reason, the researcher strived to be impartial and made decisions based on the accepted criteria.

Henning (2016) states that purposive sampling has six categories, namely, critical case, extreme case, typical case, maximum variance and homogeneous sampling. For this study, I chose critical case sampling. Patton (2001) describes critical case sampling as a process of selecting a small number of important cases that are likely to yield the most information and have the greatest impact of the development of knowledge. The method is suitable for the study as it permits the researcher to come up with logical generalisations from the rich evidence gathered from the participants. Patton further describes critical case sampling as a method whereby only samples with the information needed are collected hence, the method was deemed suitable for the study as it allows the researcher to select samples that only highlight vital information. According to Webster (1985), a sample is a fixed part of a population which

has properties meant to be studied to gain information about the entire group. It is a subset from a population selected from a bigger population for the purpose of examination. In other words, a sample reflects the group from which it comes from.

For this study, the researcher purposefully selected articles with relevant information (articles which reflect the creative use of language) to the study from the two national daily papers *The Herald* and the *Daily News*. The researcher only focused on articles which were published in September 2012, the month when the former Prime Minister married Ms. Elizabeth Macheke. I chose this month because it was the month when the media published many articles about the marriage saga. During that period *The Herald* published a total of 15 articles and the *Daily News* a total of 10, giving a total of 25 articles from both newspapers. Using the critical case sampling 11 articles were sampled from *The Herald* articles and six articles from the *Daily News*. A total sample of 17 articles was thus selected from both newspapers. After using the critical case sampling I settled for 17 articles as the other articles contained repetitive information. The imbalance in the number of stories selected from the two newspapers was mainly because *The Herald* newspaper had more stories about the issue than the *Daily News*, Table 3.1 lists the articles selected for the study.

Table 3.1 List of newspaper articles chosen from the two newspapers

<i>The Herald</i>	<i>Daily News</i>
Tsvangirai, Locardia in verbal war- 8 September 2012	Tsvangirai's wedding gets go ahead- 13 September 2012
PM's wedding: Bishop washes hands off- 11 September 2012	Court halts Tsvangirai's marriage- September 2012
Tsvangirai's woes mount- 13 September 2012	Tsvangirai weds- 16 September 2012
PM's wedding off- 15 September 2012	MP wants Locardia divorce- 19 September 2012
Tsvangirai with Zim?- 15 September 2012	Zanu-PF unfit to cast first stone 24 September 2012
Tsvangirai to share property with Locardia 16 September 2012	Court dismisses Tsvangirai's application- 28 September 2012

MDC-T leader's utterances insensitive, cheap politicking -18 September 2012	
PM's marriage: Priest speaks out 19 September 2012	
Tsvangirai should resign, he is no national leader- 24 September 2012	
PM's SA lover speaks out-26 September 2012	
Locardia outsmarts Tsvangirai in court again- 28 September 2012	

3.4 DATA COLLECTION PROCEDURES

To analyse the texts, the researcher used both Critical Discourse Analysis and Semiotic analysis. The two are discussed in detail below.

3.4.1 CRITICAL DISCOURSE ANALYSIS

The researcher employed Critical Discourse Analysis (CDA) to analyse the sampled newspaper articles. CDA is a linguistic method that seeks to establish why texts affect readers (Evans, 2013). Through the analysis of language use, CDA seeks to reveal the concealed ideology that can influence readers' perceptions of the world. Given that language use has the ability to evoke responses and perceptions from the public, CDA was utilised. According to Janks (1997), CDA was developed from a critical theory of language which views the use of language as a way of social practice. He observes that all social practices are tied to specific historical contexts and are the means by which existing social relations are reproduced or challenged and various interests served. CDA is appropriate in examining and describing the techniques used by newspapers to criticise social life mirrored in a text. McGregor (2003) states that discourse points to expressing oneself through the use of words and is a way of experiencing the world.

Newspapers represent the world through language, beginning from the headline to the real story. The language used to bring out an image in the minds of readers is a device for conveying meaning. Richardson (2007) states that language is fashioned by society and its

influence on people enables them to refashion it. Language represents social realities and contributes to the production and reproduction of social reality or social life.

The study made use of Fairclough & Wodak's (1997) and Fairclough (1989) method of using CDA. They describe CDA as a multidisciplinary method that views language as a social practice, meaning that the context of language should be considered. They state that CDA focuses on written texts particularly social elements such as power relations, ideologies and social identities. Fairclough (2012) states that the method does not only explain but seeks to show the effects of texts. As the researcher analysed the articles with CDA much attention was on the words used, what was encoded in sentences and the meaning of the visuals. Evans (2013) observes that CDA tools for analysing texts are drawn from stylistics, which looks at the manner in which literary texts construct meaning as well as poetic effects. Scholars differ in what they want to look at when looking at CDA.

In my study, I utilised the following aspects of CDA from Fairclough (1989). In his methods he highlighted the following features when one is using CDA:

- Nominalisation
- Active or passive voice
- Naming and reference
- Modality
- Metaphors
- Metonym
- Puns
- Hyperbole
- Presupposition
- Sentence construction syntax and transitivity
- Neologism

Each tool is described briefly below.

Nominalisation

Bhatia (1993) states that nominalisation is when a verb is changed to be a noun. He avers that this technique is very helpful in academic writing because it creates variety in writing, brings out an impersonal tone and makes writing seem more formal. For example, “Columbus discovered America”, could be written as “the discovery of America by Columbus was a landmark also in European history”. He further observes that it prevents people from repeating the same verb/word over and over again. According to Fowler (1991), nominalisation enables people to conceal information.

Active or Passive voice

Johnstone (2008) states that the use of the active and passive verbs provides a clear picture of who did or executed an action and to whom. For instance, the sentence “The Minister verbally attacked the villagers” uses verbs actively because it attributes the action done to the villagers to the Minister. The passive verb, however, states what was done and to whom, but does not specifically lay blame on anyone for the action. For example, “The villagers were verbally attacked”. Furthermore, he observes that the two can be used alternatively through the use of nominalisation whereby the noun form of the verb is used to create ambiguity, “Attack on the villagers”. The active voice connects emotionally with the reader while the passive voice pushes the reader away and creates distance. The passive voice can change the emphasis of a sentence from the subject to an object.

Naming and references

Evans (2013) describes naming as when a noun phrase is attached on something. The tendency is that what will be labeled and language is used to assume its existence. The manner in which people are named can propagate ideologies and can have a significant impact on how they are perceived. For example, a news headline “Ten **Zimbabwean** doctors involved in drug abuse” creates a different picture to “Ten doctors involved in drug abuse” (Richardson, 2007). The mention of the country gives a wrong impression about all Zimbabwean doctors as they are being associated with criminal activities, thus, discrediting their credibility.

Modality

Kress and Hodge (1979) describe modality as a technique that shows the degree of authority of the utterance. It refers to various ways of showing attitudes, for example using words such as

may, might, must, shall, should, will etc. Modal auxiliary verbs and specific adverbs allow news writers to present opinions and speculations that can be seen as the truth by readers. Modal verbs have various meanings and it is not easy to try to identify a relationship between verbs and meaning as context is vital to meaning (Reah, 1998).

Metaphors

Metaphors enable people to talk or write about things in a descriptive or poetic manner. Metaphors make people perceive one thing in terms of the other, thus making an implicit comparison (Evans, 2013). Metaphors compare two things that are not similar so that the other is understood in terms of the other (Farrorikhi & Nazemi, 2015).

Metonymy

A metonymy is whereby one word which is closely related from a semantically related field of reference is substituted for another (Farrokhi & Nazemi, 2015). A Metonymy is when an ambiguous suggestive word is used to state a more general idea, for example, the term Crown is for royalty, or the phrase “The White House stated today that....” refers to what the president said (Wheeler, 2016). The two metonymy’s are used to give the two their official designations.

Puns

Puns are word plays that create humour based on double meaning. Writers use them through the use of words that sound alike, but have various possible meanings. Puns make use of homophones that is words with the same sound but different spellings. At times the words would have the same spelling but different meanings, for example “Swiss Role” is a homophone of “Swiss Roll” (Klems 2013). A pun twists the meaning of words. Despite being witty, puns give profound meaning to texts and shape the way in which a text is interpreted by readers. The use of puns highlights the writer’s skills of language use and is a source of comic relief.

Hyperbole

Hyperbole is used to make excessive exaggeration to produce rhetorical effect. Often, it is used in headlines to bring out humour especially in tabloid newspapers (Farrokhi & Nazemi, 2015).

Writers make use of hyperbolic expressions to make their stories seem more important and interesting than they really are (Voltadewi, 2014). Writers deliberately use them to heighten dramatic effects. For example “I waited forever by the phone”.

Presupposition

Presuppositions imply that not all meaning is there in an article or text to be easily extracted from the obvious content, but there are concealed meanings in texts (Richardson, 2007). Presuppositions are usually taken for granted hidden meanings fixed in explicit content. For example, ‘Lisa no longer writes fiction’ presupposes that Lisa once wrote fiction. Intuitively, a presupposition constitutes a necessary assumption required to understand the meaning of a sentence

Sentence construction –syntax and transitivity

Transitivity mainly focuses on how actions are represented, the kind of actions in a text, the person who does them and to whom they are done (Selekane, 2014). There is an understanding that, in transitivity, there are various choices to be made when producing texts, and that, in every text that is produced it could have been produced differently (Selekane 2014).

Neologism

There various ways of creating a neologism. They can be produced by adding prefixes or suffixes to create new words. Neologisms can also be created by shifting meanings of words, this could be by changing grammatical function or making a new euphemistic meaning (Selekane 2014). A neologism is a newly coined word or term which has emerged into everyday usage. For example, the word “lol” means laugh out loud (Richardson, 2007).

Sentence links

Ghannam (2011) states that the cohesion of a sentence is shown in the manner in which clauses and sentences link. Connectors are also used to show the relationship between clauses and sentences for example, words such as also, however, furthermore to mention but a few. Reah (1998) also argues that grammatical consistency/ organisation of a text allows ideological approaches to a text to develop coherently for it to be clear and understandable to the readers.

3.4.2 SEMIOTICS

According to Moriarty (2005), semiotics is a discipline that studies signs and codes in human communication. He states that signs are combined in the process of producing and interpreting a message, and codes determine its uses within a society. Manghani *et al* (2006) argue that, in semiotic study, the core purpose of the research is to understand the meaning making process and how it is presented in various forms. Curtin (2017) also states that semiotics involves extracting meaning. He states that semiotics is concerned with how representation through language, images, objects, produce meaning or the process in which people comprehend meaning. He argues that semiotics is the study of signs and signifying practices. A sign can be defined, basically, as any entity (words, images, objects) that refers to something else. Semiotic studies how this denoting results from prior recognized social conventions. (Eco 1976: 16). Semiotics shows how the relationship between the sign and the 'something else' results from what society has taught people. Semiotics is concerned with the fact that the reference is neither inevitable nor necessary. The images of the Zimbabwean President, for example, can have radically different meanings depending on where and how it is viewed. The method assisted the researcher to draw meaning from the images.

Rock (1981) observes that policies affecting the layout of a newspaper predetermine what can be reported about the world. The confines of a text have a bearing on the news reported and the codes used in this communication. Selection of news to be published is central to the news industry. The gathering and broadcasting of news produces codes of behaviour that are translated through its presentation in the newspaper. Through comparing various papers, these codes, in relation to the images and the paper as a whole, will become evident along with the ideology behind the news itself.

To explore the images in newspapers, and the subsequent interpretation of these images by readers, semiotic analysis was used to provide useful insights. Carter (2000) defines a photograph as a representation of a certain moment and place in time. Barthes opines that a newspaper photograph is, 'an object that has been worked on, chosen, composed, constructed, treated according to professional, aesthetic or ideological norms which are so many factors of connotation.'(cited in Bagnell, 1977.) Before a photographer takes an image, there are many decisions that he/she considers such as focusing, lighting, angle, that produce various

representations, and readings, of the same moment creating different connotations (Carter, 2000). This is to make sure that the public gets the message he/ she is trying to relay.

In view of Moriarty (2005) and Curtin's (see reference) assertions, semiotic analysis suits this study which analyses how language and images used are is used in the selected newspapers to present Tsvangirai's marriage.

3.5 DATA ANALYSIS

Data was coded for analyses. Gibb and Taylor (2005) define coding as the process of examining the data so as to come up with themes, ideas and categories and then marking similar ideas in a text with a code for easy retrieval at a later stage for analysis. Gläser & Laudel (2013) describe coding as a process that involves placing tags, names or labels to place meaning on the data so as to enable the researcher to index and summarise data by bringing together themes and identifying patterns. These codes enable the researcher to summarise and combine the data.

To analyse data, I used different colours of highlighters to identify similar themes with the same colour and similar patterns with another colour different from that of the themes. This enabled me to combine my data. Themes emerging from the findings were grouped, summarised and then analysed qualitatively. According to Wheeler (2016), a theme is the main idea that dominates the whole literary work. A theme takes a short and expressive insight of life. Wheeler (2016) opines that it is the author's way of sharing beliefs, ideas and perception's with readers. Themes evolve not only from thematic concepts but also from relationship codes which label data and connect ideas to each other. Similar themes from each article were merged together to reveal how the two newspapers used language to convey meaning and to understand the ideology of the writer. CDA was used to analyse the words from the articles while semiotics method was used to analyse the visuals accompanying the articles. The analysis and discussion of the articles was presented in separate chapters to highlight the analysis and findings in the chapters.

3.6 ETHICAL CONSIDERATIONS

Resnik (2015) defines ethics as norms for conduct that distinguish between acceptable and unacceptable behaviour. Research ethics are mainly concerned with the analysis of ethical

issues that come up when people are involved as participants in research. This research did not involve participants since it only made use of written texts. However, the study complied with the University of Venda's research rules and regulations of researcher's not plagiarising. The researcher did not plagiarise other people's words but acknowledge all sources used. The images used were in the public domain taken from the selected newspapers.

3.7 CONCLUSION

The chapter outlined the overall research plan in detail. A case study design was implemented in the study. Articles published in September 2012 (the month when Morgan Tsvangirai wedded) were chosen by the researcher chose for the study. CDA and semiotic analysis provided tools for the analysis and interpretation of the newspaper articles. The next chapter presents the data.

CHAPTER FOUR

DATA ANALYSIS

4.1 INTRODUCTION

This chapter presents the findings of the study. Seventeen news articles, 11 from *The Herald* and six from the *Daily News* newspaper were analysed. The chapter utilised the CDA and semiotic analysis to analyse the articles. The analysis focused on the language used in the headlines and in the selected articles, as well as the visuals that accompanied the stories. The researcher began by analysing *The Herald* articles and then followed by analysing the *Daily News* so as to give a clear distinction of the papers and the messages embedded within them.

4.2 ANALYSIS OF THE ARTICLES

4.3 THE HERALD ARTICLES

4.3.1 TSVANGIRAI, LOCARDIA IN VERBAL WAR

The Herald 8 September 2012



The article alleges that Tsvangirai has abandoned his wife Locardia to marry another woman Elizabeth Macheke, after Locardia had suffered a miscarriage of their twins. To stop Tsvangirai from marrying Macheke, Locardia through her lawyers, applies for an interdict to stop the wedding, claiming that her husband is mentally deranged. She is quoted throughout the story to put her claim across.

The headline of the story shows that there is a fight and that all is not well with the couple. The term “war” shows how deep and terrible the conflict is. It gives an impression that nothing good is going on; mean words, awful things were exchanged by the two of them or that they were up in arms with each other. Naming is of interest in the headline as it focuses on two individuals. Evans (2013) states that naming is when a noun phrase is used to label someone and presuppose that the individual has qualities attached to that name. It provides insights to the individual’s character. The manner in which Locardia and Tsvangirai are named or addressed indicates whom the writer of the article would like the readers to sympathise with. The headline makes reference to Tsvangirai by surname, which creates a distance between him and the readers as it sounds more formal, while Locardia is referred to by her first name. Reference to Locardia by her first name makes the reader feel closer to her since referring to her is less formal. Normally, when one refers to another person by their first name, it implies that they are close or that they know each other well. The readers are made to feel closer to Locardia than the Premier as she is referred to by her first name. The order in which the names are written is also important. The arrangement of the names is an attempt to put the Premier on the spotlight and humiliate him as he is being associated with frivolous issues. Putting Locardia’s name after that of Tsvangirai’s makes her appear as being vulnerable and dominated by him.

Attributed judgement evaluations are noted in the lead of the story as Ms Karimatsenga is quoted stating her opinions about the Premier’s mental state and abilities in general. Attributed judgement evaluation is when someone gives an assessment on another individual’s moral and immoral behaviour (Sabao, 2013). She is quoted saying that, “her husband became mentally unstable as a result of a miscarriage she suffered and now needs psychological and psychiatric help”.

The use of the speech verb “says” is evaluative and influences the public’s perceptions of what she is saying. Locardia is quoted throughout the story, giving the impression that the writer

wants the readers to sympathise with her and to be closer to her. This has the effect of persuading the reader that there is truth in what she is saying.

The lead of the story implies that focus should be based on the Premier's mental health. The lead of a story gives a summary of the whole story including all the crucial points (Bell 1991). The lead of this story leaves the readers thinking that the Premier has a mental problem. Naming is also highlighted when Locardia describes Tsvangirai as mentally unstable. Since the reader is being manipulated in this story to sympathise with Locardia, her claims are believable. Reporters select quotations that suit what they want the readers to understand. By so doing it becomes easier for them to frame stories and to place emphasis on the issue. This affects the reader's perception and interpretation of the story.

By attributing the claims made against the Premier to his wife, who is cast as a friend or someone that one can be close to, *The Herald* is making a tactical stand to distance itself from making subjective evaluations of Tsvangirai. According to Fairclough (1995), reporters often use such a strategy on all opinionated assessments of people and events; they usually attribute these to an external source. In this article, Ms Karimatsenga, the Premier's wife, is constructed as a very convincing source. The article states that the Premier married her in November 2011, meaning that the two lived together. It is, therefore, taken as quite reasonable for her to make such kind of assessments. What is of interest in this report is that, while Locardia is given a voice to make his claims, the Premier is not granted the same privilege.

Regardless of the Premier's efforts to deny claims of having married Ms Karimatsenga, the news reporter insists on emphatically referring to her as his wife, and also claims that they married in November 2011. Even though the Premier's spokesperson refutes that claim when he is contacted by *The Herald*, the newspaper reporter ignores him and insists on referring to her as Tsvangirai's wife, as highlighted in the lead of the story, "Prime Minister Morgan Tsvangirai's wife Locardia Karimatsenga". This shows that, even though Tsvangirai denies the existence of this marriage, the paper believes or wants to construct him as a liar. This reflects on how much media thrives on sensational news as most newspapers were awash with stories of the Premier's marital life when the story first broke out.

The Herald denies Tsvangirai a voice and the readers an opportunity to hear the other side of the story. Even though Tsvangirai's lawyer is briefly quoted, it is for legal purposes and the

newspaper promptly ignores his version of the story. Despite his lawyers' denials that Tsvangirai is Locardia's husband, readers are not informed about what Tsvangirai has to say about the issue. This shows that the story is framed in such a way that it highlights Locardia's plight, yet the other side is not given a voice to state its side of the story. The reporter, thus, chose certain elements to emphasise a particular viewpoint, that Tsvangirai is a liar, who has abused an innocent woman.

Of interest is the description of Locardia and Tsvangirai's lawyers. Locardia's lawyer is referred to as a "Prominent Harare lawyer". The manner in which her lawyer is described gives weight to her case as she is being defended by a well-known lawyer, meaning her story must be credible. However, no such attention is given to Tsvangirai's lawyer even though he is also a prominent lawyer in Harare. All this highlights the Herald's attempts to represent Locardia as a wronged woman and the Premier as a man that cannot be relied upon.

The reporter attaches a picture of Tsvangirai and Locardia, placed side by side to drive his point (see p40). Usually the media makes use of images which say things that they do not want to put on paper because they might be taken up legally (Akin, 2005).

These images are also aspects of naming as they say so much about the people in them. Locardia's picture portrays a woman who appears to be grieving, an innocent woman, maligned, mistreated, sad and vulnerable. The black head dress she is wearing is usually worn by women who have lost a child or a husband. In the article readers are told that she has lost a baby through a miscarriage, and now her pain is being compounded by her loss of a 'loved' husband to another woman. Just by looking at her picture, readers are made to feel her palpable pain and the readers sympathies are with her. This picture convinces readers to believe and take her side of the story. She is described as a woman who is reasonable as she is prepared to have another woman walk into her marriage provided she is traditionally married so that she does not lose her rights as the first wife as she claims to love her husband. Hub (2015) states that a traditional marriage is a kind of marriage that can be monogamous or polygamous. This means that any man over the age of 18 years is allowed to have as many wives as he wishes. Hub further states that the Zimbabwe Marriage Chapter 37 Act allows a man to marry only one wife. This explains Locardia's fears of losing her rights as the first wife if the Premier marries Elizabeth using Chapter 37.

Tsvangirai's picture, however, does not generate any sympathy in the readers. He is shown holding his head as if he has been caught out doing something wrong. This gives credence to the claim that he is psychologically and mentally challenged. A picture of him holding his head draws the reader's attention to his head and reminds us of Locardia's claims that he is psychologically and mentally challenged. The Prime Minister is being portrayed as guilty, unreliable and a liar who has abused an innocent woman. The two pictures placed side by side seem to be asking the reader to make a judgement about whose words they can trust; the pictures seem to say it all. Tsvangirai is portrayed as someone who treats women like objects as he, after marrying Locardia, mistreats and dumps her for another woman (Elizabeth Macheke).

Nothing much is said about Elizabeth; she is even referred to as a respondent and her name is put in brackets meaning that she comes as an afterthought and that she is not important. The terms "wife", "husband", "married", "miscarriage" and "love" are repeated time and again throughout the story emphasising what the writer is trying to put across. All these words keep the reader focused on the claim that that the Premier has violated his role as a husband to a woman who loves him and is not to be trusted. All these repeated words sink into the psyche of the reader.

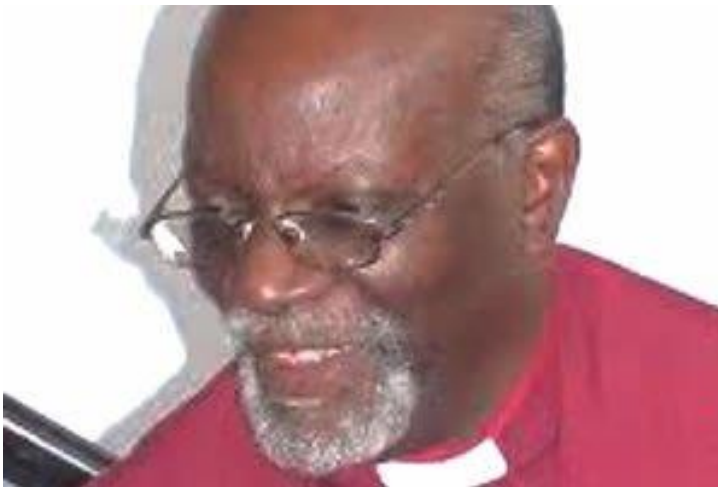
The story unfolds by talking about how the miscarriage had an impact on the Premier, in Ms Karimatsenga's view:

The miscarriage has mentally devastated him. My husband has not come to terms with it. He is mentally unstable in that he has gone to marry the second responded he met a few month ago.....this shows his mental state ability to even engage in this marriageI believe my husband needs psychological evaluation and assistance, she said

In this case Locardia speaks about how the miscarriage had an effect on the Premier. Bias is shown when the Premier is depicted as incapable of making solid decisions. Intertextuality is highlighted as the reporter makes reference to a previous story by stating that Ms Karimatsenga was claiming USD\$15 000 monthly maintenance through an application she filed through the civil court.

4.3.2 PM'S WEDDING: BISHOP WASHES HANDS OFF

The Herald 11 September 2012



In this story, once again *The Herald* attempts to construct Tsvangirai as a man who is unreliable. This time, *The Herald* uses a Bishop to paint Tsvangirai's intention to marry Elizabeth Macheke as immorally unacceptable to society in general and the Christian church in particular. The Bishop is the highest leader in the diocese and his rejection of Tsvangirai's claims that he has agreed to preside over his marriage make the latter the worst liar of his kind, one who is even prepared to drag a man of the cloth to his cause. The use of the figurative expression 'Bishop washes hands off' in the headline emphasises that the Bishop does not want to be associated with the Premiers' wedding. Of interest, in the fact that the Premier is referred to by his position of authority as Prime Minister of Zimbabwe so as to magnify his faults and raise questions about his credibility to lead the country. In this article, the Bishop seeks to clear his name. The Bishop is quoted as having said the following:

I contend that they improperly cited me as a respondent. I also do not understand why I have been cited in my personal capacity....I feel my integrity and the credibility as the minister has now been dragged into circus that I am not a party to. I therefore have nothing to do with the wedding

The words used by the Bishop present Tsvangirai as a liar. The statement 'I feel my integrity and the credibility has now been dragged into circus that I am not party too' has the effect of

making Tsvangirai appear as a man who lacks integrity and credibility. *The Herald* is using this statement at another level, the political level, to paint Tsvangirai as a man who lacks both credibility and integrity and, therefore, is not worthy the high office of Prime Minister that he is occupying. *The Herald* reporter used the Bishop's words as a front for his own opinions and to expose the Premier by showing that even the Bishop did not want to be associated with his drama. Naming and mockery was highlighted when Bishop Kadenge described the events surrounding the wedding as a "circus" meaning that the events were so daring, ridiculous and amusing. The word 'circus' used by the Bishop implies that Tsvangirai should not be taken seriously by the public. Direct quotes from the bishop serve the purpose of making the readers feel that the Bishop's claims are credible and that Tsvangirai cannot be trusted. The reader is made to sympathise with the Bishop whose reputation is on the verge of being soiled and to abhor the one who is threatening the Bishop's reputation. The latter, had to even hire expensive lawyers to defend him with money from his own pocket.

The Bishop is the only source that is given a voice in the story; Tsvangirai and Locardia are not consulted to state their side of the story showing that the story is biased and one sided. The story is framed in such a way that the readers are left to believe the Bishop's side of the issue. The reporter only emphasised on the points that he wanted the readers to consume. This reinforces Coulthard's (1994) assertion that no speech representation is objective. Every writer puts emphasis on what he wants the public to get from his/her writings.

The picture of the Bishop which accompanies this story shows an elderly man of God, dressed in his ministry's apparel. This reminds the readers that this is a man of God whose words should be taken seriously. The smile on his face is of a kind elderly man who is being taken advantage of by an unscrupulous man who is dragging him into his lies. This picture has the effect of drawing the readers to the Bishop's side of the story.

The writer gives background information of emerging issues. He states that Locardia filed a maintenance claim of \$15 000 as she is customarily married to Mr Tsvangirai. The writer states that Ms Karimatsenga contends that she looked up to the Premier for financial support and that she was now used to the high standards of life. The US\$15 000 claim includes US\$3 000 for rent, US\$4 000 for groceries, US\$1 700 for hair and beauty therapy, US\$500 for the maid, US\$1 500 for clothing allowance, US\$300 for the gardener, US\$1 000 for fuel and vehicle services and others. Through giving the breakdown of the maintenance claim, the writer is

simply trying to expose the Premier's extravagant life style, thus, making him unfit to be a leader. While *The Herald* seeks to paint Tsvangirai as unfit to be a leader, there is also a way in which this list of claims made by Locardia makes her appear unreasonable and greedy, especially in light of the fact that the Zimbabwean economy is struggling.

4.3.3 TSVANGIRAI'S WOES MOUNT

The Herald 13 September 2012



In a bid to portray Tsvangirai as an unfit leader, *The Herald* further highlights it in this article through the South African woman, Nosipho, who also claimed that she had been promised marriage by the PM. Ms Nosipho Shilubane who allegedly claimed that Tsvangirai had promised her marriage, joined Locardia in a bid to stop the Premier's wedding to Elizabeth. This story comes at a time when the Premier is going through a serious problem in his relationship with Locardia and his new wife.

The headline reading "Tsvangirai's woes mount" shows the impact that the issue has on Tsvangirai, and this is stressed by the phrase "woes mount". The implication of the phrase is that his deceitful actions are bringing him more problems. The heading of this article highlights heavy calamity for Tsvangirai, which is gradually increasing, showing that trouble is always following him. Nosipo, Locardia and Elizabeth are not mentioned in the headline meaning that the aim is about soiling Tsvangirai's name and portraying him as a man who is in trouble.

Ms Shilubane is quoted throughout the story, while Tsvangirai is not given a voice to defend himself. Quoting Shilubane makes her story more credible and through that the readers are drawn closer to believe her. This also shows that the story was framed in a manner that the readers only got to hear of Nosipho's side of the story, in which she highlighted the bad things that the Premier did to her. It is also an attempt to vilify the Premier for leading her on yet he did not have serious intentions with her. The writer uses the term "claims" when referring to what Nosipho says which is a tactic used by the writer to say that her story still needs to be verified. This is in contrast to earlier stories where Locardia's quotations are not presented as claims but as fact.

Contextualisation is revealed as Nosipho gives background information about the date she met the Premier and the encounters she had with him. She is quoted as having said that:

She first met the PM on September 5, 2009 at Monte Casino shopping centre at Johannesburg after being introduced to him by pastor Lazarus Muriritirwa of the Gospel Assemble church

This detail she gives make her claim appear credible and believable because they can be proven. Nosipho is presented as a woman who has been mistreated and used as she only got to find out about the Premier's marriage to another woman at the last minute yet she had informed her family that the Premier was coming to pay lobola. She states that:

While she was expecting a customary wedding in December, Ms Shilubane said she was shocked to hear of the planned wedding to Ms Macheke.

All this serves to portray the PM as callous and man who is abusing women's trust by promising them marriage and then does not follow through. The word "shocked" reveals that the PM's marriage plan came as an unpleasant surprise to Shilubane as she was expecting to be the one getting married to the PM.

However, *The Herald* story also appears to be questioning Shilubane's morals when she claims she was invited to a hotel by her pastor to meet the PM. While in the hotel room she also claims that she was given a business card with these numbers 0027718972979, 00263772383532 and

00263772383593 for communication. Mentioning of the business card she was given by the PM is a further attempt to authenticate her story as the numbers can be verified. This also raises questions about the pastor's moral code for encouraging women to meet man in hotel rooms and offering them his house to serve as their love nest. She is quoted as having said that:

The PM bought her an air ticket for the trip to Zimbabwe. She claims that he would visit her at the pastor's house where they had their first sexual encounter on September 19, 2009.

The writer constantly addresses him as PM or PM Tsvangirai to highlight his high position in the Zimbabwean government and to contrast it with his actions which are not befitting of a man of his position. Mentioning of dates such as when they had their first sexual encounter further gives credence to her story. This is a man who is supposed to be married to Locardia and is intending to marry Elizabeth Macheka, proving that he is immoral. He is being portrayed as a womaniser. The Premier is also presented as a man who has no respect for his prospective in-laws, as he stood them up by not attending the lobola negotiations. She is quoted as saying that "Her family members convened a meeting and waited for the PM to come and pay lobola and negotiations for a customary wedding ceremony, but he did not turn up". Through that, he is being presented as an unreliable man, something one would not expect of a man in his position in the Zimbabwean government. He is also presented as a man who abuses state resources as he uses the police motorcade to visit Shilubane/his mistress and a man who uses women through leading them on and dumping them at the last minute.

The Premier is also presented as a man who is extravagant and a spendthrift. Nosipho claims that the Premier called and asked her where she resided and she told him that she stayed at Yeoville. She claims the Premier expressed disgust and asked her to look for accommodation in an uptown area. She is quoted as saying that:

I found a town house in a place called Buccleuch in Johannesburg North near Sandton at No 53 Northfields, Fife street, Buccleuch. R13 000 rands was deposited in my Standard Bank Account Number 026640473 by Morgan.

The mentioning of addresses and an account number further makes her story seem true as these details can be proved. How can such a man who uses state finances to pay for his mistresses' accommodation be trusted with state's finances? When he uses the finances to pay for his mistresses accommodation. The Premier's extravagance is further revealed when she lavished her with trips around SA, Botswana, Seychelles and Singapore. Nosipho is quoted saying that:

On December 28, 2009, Mr Tsvangirai reportedly met Ms Shilubane at OR Tambo Airport in the company of his children Millicent and Vincent and they proceeded to Sychelles for a holiday. On November 19, 2010 she followed the PM to Gaborone Botswana, where, he said "destressing, and he missed me and wanted to make love to me. She said they also spent two weeks in Singapore where they took photos on a boat called "legend of the sea".

Dates of their trips are again mentioned in this quotation, hence, further authenticating her claims showing that the story could be a true story.

Nosipho claims that, in 2011, the Premier visited her in South Africa to tell her that he was now serious about their relationship and wanted to "throw her in the kitchen". This implies that he was ready to marry her and also that he has no respect for women, as he sees them as only fit for housework and nothing else.

The photo of the Premier and Nosipho accompanying the article proves Nosipho's assertions of the holiday in Singapore. The image shows a relaxed Tsvangirai on a cruise with his girlfriend. The image shows that the couple had prepared for the Singapore holiday reflected by their dressing. Tsvangirai is dressed in a short and colourful summer shirt, the kind of attire people wear when on a beach and Nosipho is wearing a bright coloured blue short dress showing that the two were out having a good time. The picture of a clear blue sky and the shades they were wearing show that it was summer. Their body language shows a couple who are familiar with each other if not intimate. The picture showing familiarity between them gives credibility to Nosipho's claims that they had an intimate relationship. This photo is evidence enough that the Premier is a womaniser. Even those readers who might be doubting the story are now being presented with a visual picture of his debauched life.

Part of the tenets of soft or sensational news are reports on sex related issues. This is shown when Mrs Shilubane is quoted saying that:

We were intimate throughout the holiday (12 days) and we always had unprotected sex as he had asked me to go on family planning medication

The writer's choice of vocabulary with sexual connotations from Ms Shilubane shows that the writer is out to discredit the Premier. The reporter of the article purposely included explicit details about the Premier's sexual encounters with Ms Shilubane, in order to taint Tsvangirai's character. The word "intimate" is repeated several times in the story alongside with phrases such as "our sexual encounter", "unprotected sex" and "making love". Repetition of these words keeps this relationship upper most in the minds of the readers. This shows that the Premier is a sexual predator who takes advantage of women. The writer is also trying to tell the readers that the Premier is a womaniser, an irresponsible man who in this day of HIV/AIDS, has unprotected sex with women. This is a man who is supposed to lead by example yet he is not. How can such a man be trusted to lead the country? This simply shows the extent to which the publication is willing to taint the Premier's character in the public domain. With this article, the writer is trying to tell the public that Tsvangirai is not to be trusted as he uses women, thus, making him unsuitable leader.

4.3.4 PM'S WEDDING OFF

The Herald 15 September 2012



The story is about the cancelation of the Premier's marriage licence to Elizabeth as new evidence (video recording) was provided alleging that the Premier sent his emissaries to pay lobola at Locardia's place. This evidence is provided a day before the scheduled wedding, leaving a troubled Tsvangirai out of sorts.

The writer states that the Premier's lawyers attached a token of divorce on their affidavit before the magistrate who threw it off. The PM's divorce token is "thrown out" by the court, implying that even the legal system sees the PM's actions as "rubbish", not worth entertaining. The divorce token of a 1 USD, note, attached to the court papers, not only gives credibility to Locardia's claims of a marriage between her and Tsvangirai, but it also shows that he has been lying all along that they are not married and also how callous he is to divorce Locardia in this manner. This also shows that Tsvangirai is not responsible as he reduces a serious matter to the level of a dollar.

The writer is trying to further show that the Premier is a liar and cannot be trusted as he denied that he sent his emissaries to Locardia's place to pay lobola. The Premier is quoted in his affidavit saying that the emissaries he sent to Locardia's people:

Acted without his blessings and that he had not sent them to pay roora for Ms Karimatsenga, which argument the magistrate described as "fathomable"

The term "fathomable" is placed in quotes, implying that the magistrate Mutevedzi had doubts about the Premier's statement and was going to get to the bottom of the issue. If the courts did not believe the Premier, this makes him a liar. Naming is of importance in this article as the writer consistently refers to Tsvangirai as PM. It stresses Tsvangirai's position so as to magnify his misdemeanours. Tsvangirai's official designation is used throughout the story to emphasise his position of authority in the country; his actions, thus, raise questions about his suitability as a leader.

The image which accompanies this story shows a troubled Tsvangirai, holding his cheek while closing his eyes seeming to be thinking of his next move following the cancellation of his

marriage licence to his fiancé Ms Elizabeth Macheka. The image of him covering his face also underlines his humiliation of being exposed and appears as if he is trying to hide his shame.

High court judge, Justice Chinembiri Bharu and magistrate Mutevedzi, are the only source's quoted throughout the story. Both are prominent sources which make their cancellation of the marriage licence give credence to Locardia's story. The writer did not consult other sources as he was out to celebrate the Premier's defeat. The story is framed in such a way that it only reflects Tsvangirai's defeat and excludes what those included in the issue have to say. Tsvangirai and Locardia were not consulted for their views. Therefore, the story is largely a legal version of what transpired during the court session. After watching the video recording of Tsvangirai's traditional wedding Magistrate Mutevedzi is quoted saying that:

The items tabulated on the list of roora tally with items mentioned in the video recording. On a balance of probabilities, the scale tips in the direction that for all intents and purposes, this was a marriage between Mr Tsvangirai and Ms Karimatsenga, ruled the magistrate.

The magistrate adds that, "it is criminal for one to enter into a monogamous marriage when they are already in an unregistered marriage". The magistrate's use of the word "criminal" to describe Tsvangirai's actions for a man of his standing, underlines the fact that his actions are unacceptable. Both the Marriages Act and the Criminal Law Act that are quoted underline his criminal behaviour. He is violating the laws of the country yet he is a leader, the second highest after the president. This ruling by the magistrate underlines Tsvangirai's unreliability.

4.3.5 TSVANGIRAI WITH ZIM?

The Herald 15 September 2012

The Herald's effort to portray Tsvangirai as an unfit leader continues in this story. Basically, the story is an assessment of the Premier's erring. In this story, the writer states the Premier's failures in a bid to convince the readers that Tsvangirai is not the right candidate to hold office. The story is questioning the Premier's capabilities of leading the nation.

The headline, "Tsvangirai with Zim?" is in the form of a question, showing that the writer doubts that Tsvangirai is serving Zimbabwe. The headline also shows uncertainty. The writer is doubtful

of the Premier's allegiance to the country. The lead of the story shows regret through the words "were", "supposed" and "was" as the extravagant wedding planned will not be held.

The story is inundated with judgment evaluations as the writer basks in the Premier's misdemeanours. The article narrates the incidents in which Tsvangirai failed. This is highlighted when the writer states that:

So grave have been his errors of judgment and failure to handle personal affairs that probably only his mother can still repose faith in his ability to be Head of state and Government and commander-in-chief of our defence forces

Through this, assessment, the writer is trying to draw the reader's attention to the Premier's failure to handle his marital problems. The use of the words "grave", "errors" and "failure" all serve to build up an image of a man who has or is not living up to his position. questions are being raised about Tsvangirai's ability to lead the country well in general and the defence forces in general .The implication is that such a man would be a threat to the national security of the country as his actions are self-serving and not in the best interest of the country. This dissolves the confidence that the public has in him. The author portrays the Premier as a polygamist and keeps referring to Ms Karimatsenga as his wife. Despite the Premier's denial that Locardia is not his wife the paper insists on referring to her as his wife. This influences the public to think that she is his wife and instils affirmation. This is highlighted when the writer states that "as it stands, Mr Tsvangirai is in polygamous unions with Locardia and Elizabeth".

The writer poses many rhetorical questions as he tries to make the readers re-assess their perception about the Premier so that they end up viewing him from his/her point of view. The questions such as the following are asked by the reporter:

Can a man who lies to an entire nation with a straight face over his marital status be trusted with affairs of the state? Can a man who, at 60, toys with the emotions and the lives of women young enough to be his children or even grandchildren be trusted with an office that makes him the virtual father of the nation? A man who can't even accept

responsibility for his own actions and instead alleges sinister plots for picking women in airport lobbies?

The rhetorical questions used by the writer are aimed at provoking the reader to question Tsvangirai's suitability to lead Zimbabwe. The implication is that he is a security threat to Zimbabwe. Mentioning of his age is aimed at magnifying his "crime"; a 60 year old man is expected to be responsible. This implies that he treats women as objects, hence, has no respect for them. The Premier is also described as someone who is a sexual predator who preys on innocent women young enough to be his grandchildren. The phrase "before engaging in unprotected sex at face value" is subjective and improper as it is not accompanied by a source. The writer is trying to show how irresponsible the Premier is to have unprotected sex. This is a man so high in society that he is expected to lead by example.

The story unfolds by revealing the Premier's bed hopping escapades. The writer's voice is more prominent throughout the story and no sources are quoted, is a common feature with soft news (Peterson, 2000). It is important to note that, in most of these reports about the Premier's marital love life, he is barely quoted responding to any of these allegations. This shows that the writer's aim is to soil the Premier's character.

In this article, the writer is trying to tell the public that Tsvangirai is malicious, a polygamist and a liar, and, because of that, he is unfit to be a leader and that people should not believe nor vote for him. That the writer's naming of the Premier insinuates that those characteristics are part of his personality. No one is quoted in the article, making the story subjective as the writer penned his own assertions.

4.3.6 “TSVANGIRAI TO SHARE PROPERTY WITH LOCARDIA”

The Herald 16 September 2012



Generally, the article is about Tsvangirai, who has become an official polygamist as he has traditionally married another woman, Elizabeth. It highlights that if the Premier wishes to divorce Locardia he will have to share everything they acquired together.

The headline affirms that Locardia is Tsvangirai’s wife, since it is only people who were once married who share property when they decide to go their separate ways. The headline implies that, even though it is was not Locardia’s wish, as she still loved Tsvangirai, she gets to walk away from the marriage with half of what they acquired whilst they were still together. The headline also comes as a mockery Tsvangirai as he will get to share everything with Locardia. Again the headline makes reference to Tsvangirai by surname while Locardia is referred to by her first name. Reference to Locardia by her first name makes the readers feel closer to her than the Premier who is referred to by surname. This makes the relationship the reader has with Tsvangirai formal, thus, distancing him from the readers.

The writer begins by proclaiming that “Tsvangirai is officially a polygamist”. The statement implies that even the laws of the country support the fact that these two, Locardia and Tsvangirai, are married. Tsvangirai might deny this, but, legally, Locardia is his wife. This claim

is supported by legal experts. The word “officially” is repeated twice to underline the fact that this is a legally acknowledged marriage.

The article is inundated with reports from customary lawyers who were confirming that the Premier is officially a polygamist. Locardia’s lawyer Samukange stated that his client was officially the Premier’s first wife, while Tsvangirai’s spokesperson, Mr Mwonzora, dismissed the assertions, stating that the Premier has one wife, Elizabeth, and that they were in the process of making an appeal to the Supreme Court. Locardia’s lawyer is quoted stating that:

As far as we are concerned, our client is still married to Mr Tsvangirai as his first wife. Ndiye amaiguru. Our client was never divorced. What happened yesterday (Saturday) actually allows Mr Tsvangirai to marry more women, but they will all know that there is amaiguru who is our client.

The Shona expression “Ndiye amaiguru”, means that Locardia is the senior wife. The code switching from English to Shona is meant to emphasise the relationship between the two; explaining it in Shona makes it even clearer that Locardia is Tsvangirai’s wife, and senior wife, a concept which does not exist in the English culture. Tsvangirai might have married Elizabeth, but that if of no consequence. Former Attorney-General Mr Sobusa Gula-Ndebele also stated that the customary law allows a man to marry as many wives as he wishes. He states that:

Customary law union allows one to marry more than one woman. If he married both women as we have heard from the courts and the newspapers, then he has them both as his wives.

Mr Andrew Chigovera, a former Attorney-General averred that customary marriage is polygamous. The two former Attorney Generals are quoted to authenticate claims made by the reporters and Locardia’s Lawyers. Also a former University of Zimbabwe family law lecturer, who spoke on condition of anonymity, said PM Tsvangirai was legally a polygamist. Law experts were also quoted to give credibility to *The Herald* story that Locardia is still Tsvangirai’s wife.

Throughout the story Tsvangirai’s status as PM is repeated several times to emphasise his position of authority in the country, and to contrast it with his actions. The story is told in such a

way that it gives the impression that Tsvangirai's attempts to disprove Locardia's claim failed. Locardia won against him as she managed to get the white wedding stopped and forced Tsvangirai to settle for a customary wedding with Elizabeth.

In this story, the writer is underlining the official nature of Tsvangirai's marriage to Locardia and describing him as ridiculous or mocks him. The story confirms his affairs with many woman at the same time. Ridicule is further shown by Locardia's lawyer when he states the Locardia is the first wife (Amaiguru). So even when the Premier decides to marry another woman, she has to know that their client is the first wife.

The word "wedding" is put in inverted commas implying that the so called wedding was fake, it was not real. The report states that there was not even an exchange of vows and the priest made it clear that it was not an official wedding. The writer of this article also enjoys mocking the Premier as his wedding was reduced to a handover ceremony, of Elizabeth to the Tsvangirai family. The image accompanying the story shows a serious, and unhappy and mistreated Locardia going through a tough time. Her black attire is that of a woman who is grieving as if to say that the pain she is going through is equal to that of someone who has lost a husband to death. The claim that he might face "criminal charges for lying under oath about his marriage to Ms Karimatsenga" underlines the seriousness of the PM's denial of the marriage.

4.3.7 MDC-T LEADER'S UTTERANCES INSENSITIVE, CHEAP POLITICKING

The Herald 18 September 2012



The story is based on the Premier's comments which he is alleged to have made during his handover ceremony. The story reveals the writer's opinion about the comments made by the Premier.

The headline accompanying this story shows some level of disappointment from the reporter. It is derogative and the writer did not state the Premier's name but made sure to clarify that it was the leader of the MDC-T (Tsvangirai) political party who made those utterances. Reference to him as MDC-T leader emphasises that he is a man of high status who should lead by example, but is not doing so. The implication is that, if the leader of the MDC-T political party is behaving in this manner, then the public cannot expect much from the party and its membership. This is condemnation of the party as well. Headlines are a way of selling the story and paper to the public and the above headline generates the reader's curiosity of wanting to know what it is that the Premier uttered which was insensitive. The use of the words "insensitive" and "cheap politicking" to describe Tsvangirai's actions and behaviour reveals the negative attitude the reporter has towards him. The writers' comments on stories is one of the features of a newspaper. The reporter's voice is prominent throughout the story reflecting that it is the writer's assessment of the Premier that dominates the story.

Tsvangirai is quoted throughout the article to make the story believable. The reader is made to believe that what the writer is stating is what the Premier actually said. The author expresses disappointment in what the Premier uttered when he was addressing people at the Glamis arena. His statements were "unbecoming for a man of his stature". To the reporter, the Premier is behaving in a manner which does not conform to his status; he is portrayed as being reckless in his talk. The writer also quotes the Premier's speeches where he from English to Shona code switches to highlight what he/she is talking about effectively. Coffey (2008) defines code switching as the practice of moving between variations of languages in different contexts. The Premier is quoted saying:

*Inindangoti hangu kana munhu aine demoni anoguma ody
mwana.....loosely translated Mr Tsvangirai said "a demon possessed
person ends up eating her own child*

Quoting the Premier's words in the indigenous language is an attempt by the story writer to drive home that this story is not a fabrication. It is like Tsvangirai is hanging himself with his own

words. Naming is highlighted in the article. For example, Tsvangirai refers to Locardia as a demon-possessed person who ate her own child, implying that Locardia is a witch. According to the writer, such remarks reflect how insensitive and ruthless the Premier was towards Ms Karimatsenga. A Prime Minister uttering such words in public says a lot about his character. The writer describes the Premier's behaviour as "unbecoming, cheap, cruel and chauvinistic". The words used to describe him highlights the anger the reporter has towards the Premier's attitude towards Ms Karimatsenga. In this article, the writer is trying to tell the public that Tsvangirai is sexist and unfit to be a national leader in that he does not censor his public speeches. The writer seems to be sympathetic towards Locardia when she is accused of "eating" her own child, yet she had a miscarriage.

The writer further describes the Premier's utterances as showing lack of professionalism, pettiness and unstatesmanlike behaviour. Such a description raises questions about his status as a political leader. His leadership skills become questionable. Sarcasm is highlighted when the reporter states that it was chauvinistic of a man whom Australian Prime Minister Julia Gillard would like to equate to Nelson Mandela. The writer is ridiculing the Premier's failure to live up to the standards of the man he is being equated to as their characters are different parallel. The writer states that:

I think it was totally unbecoming and chauvinistic of a man whom Australian Prime Minister Julia Gillard would like to equate to Nelson Mandela

The word "chauvinistic" implies that he has no respect for women and treats them as objects.

Of interest, is the image accompanying the story, which shows Elizabeth and Tsvangirai happy and smiling after being traditionally married, not caring about what he had just said to the public about Ms Karimatsenga's miscarriage. Also the traditional ceremony is being contrasted with a white wedding in that Tsvangirai and Elizabeth are not wearing traditional attire, but are wearing western wedding attire. The image which accompanies this story subtly speaks volumes, it underlines that the marriage is fake. It seems like the writer is ridiculing them in that Elizabeth is wearing a white formal gown yet this is not really a proper wedding ceremony; they are not really married, hence Locardia still has a claim.

4.3.8 PM'S MARRIAGE: PRIEST SPEAKS OUT

The Herald 19 September 2012



The story focuses mainly on what the Roman Catholic Priest says about the marriage. The headline that “Priest speaks out” imply that he was speaking his mind frankly, openly, boldly. The headline prepares the readers to believe whatever the priest has to say. Besides, the priest is a man of God, so the public expects him to tell the truth. When the priest says he was not given enough information by the Premier about Locardia, the readers are more inclined to believe him as he is a priest, a man of God after all. The heading only speaks of the Premier and is silent about Elizabeth, which might mean that she is insignificant and not important in the issue. Again Tsvangirai’s official designation is used to emphasise his position of authority in the country. This is then contrasted with his behaviour and personality. Only Tsvangirai is placed in the spot light as he has lied to another man of God.

The priest’s claims that Tsvangirai had lied to him plays into *The Herald’s* narrative that Tsvangirai is a liar and cannot be trusted. He has even duped a man of God to officiate at his marriage ceremony. Tsvangirai’s duplicity is further heightened by the report that a High Court Judge had upheld a lower court’s ruling of cancelling his marriage license. Even the esteemed courts of the land and Zimbabwe’s legal system are exposing him as a liar.

The article shows lack of a strong news angle. It seeks to make the record right for the Roman Catholic priests and to expose the Premier as a liar. Father Makaka is the most prominent speaker throughout the story this shows the extent to which the writer lacked objectivity as Tsvangirai is denied a voice in the story. Quoting the priest throughout the story makes the story credible and believable as the words came directly from a man of God. The readers are drawn

closer and are lured to sympathise with the priest since they only got to be told his side of the story. The readers are also distanced from the Premier as he is silent in throughout the article or perhaps was not consulted to give his side of the story. The lead of the story states that:

Roman Catholic priest father Patrick Makaka says Prime Minister Morgan Tsvangirai did not make full disclosure to him on his marital status with his wife Ms Locardia Karimatsenga Tembo

The quotation implies that Tsvangirai is a liar. One may state that the intention of the story is to attack and embarrass the Premier as he is portrayed as having the audacity to deceive a man of the cloth (priest) and to affirm that the priests allegiance to the Roman Catholic church as a priest had not wavered since he presided over the ceremony with insufficient information regarding the Premier's dispute. Father Makaka emphasised that he was not aware that the Premier had paid lobola to the Karimatsgenga family. The writer states that the priest was not comfortable to confirm that Mr Tsvangirai "misled" him into believing that there was no lobola paid. The priest states that:

I would not want to use that word, but, yes, I was not aware that there was lobola paid. He (Mr Tsvangirai) said he paid damage, so he was through with Locardia

The above quotation shows that priest was protective of the Premier as he did not want the public to think that he was "misled". The priest is quoted stating that it was not a marriage ceremony in terms of the law or of the church, because Locardia still has a claim to Tsvangirai as she is his wife. The reporter uses the priest's words to dismiss the PM's marriage as nothing else but a handover ceremony. There is glee in the reporter's tone implying that he is happy that Tsvangirai has lost the battle to Locardia. The priest is said to have insisted that the marriage ceremony was not recognised by both the church and law, implying that the PM was indulging in something unacceptable.

Contextualisation is highlighted as the writer provides the readers with the name of and date when Tsvangirai's first wife's died. Providing background information keeps the readers on track with what is happening in the event that they forget or someone is reading the story for the first time. With this story the writer is trying to tell the public that Tsvangirai is a liar and cannot be

trusted as he lied or did not fully disclose everything to the priest. If he can mislead a priest, then it is easy for him to mislead the public. The story is framed in such a way that Tsvangirai's voice is cut off and the public is made to hear the story from the priest's perspective.

The image accompanying this story shows Tsvangirai slipping a ring on Elizabeth finger during the ceremony. The image shows a happy and smiling Elizabeth who has finally married Tsvangirai after fighting and ugly battle. One could question if there was a need of a priest since it was a traditional ceremony. The picture is a mockery in the sense that they are wearing wedding apparel, but the priest, a man of God says this ceremony is not recognised by both the law and church. The image, therefore, makes the two appear ridiculous.

4.3.9 TSVANGIRAI SHOULD RESIGN, HE IS NO NATIONAL LEADER

The Herald 24 September 2012

The article is a direct call for the Prime Minister to step down as he is considered unreliable. The headline is a call to Tsvangirai to give up his position as, according to the reporter he has proven to be unfit for the position. The headline shows the reporter's bias against Tsvangirai. The writer's evaluation shows implicit and explicit judgement of the Premier. The headline attracts the reader's attention to scrutinise his personality.

The writer makes use of rhetoric questions so that the readers can question the Premier's actions. This makes the readers raise questions about the Premier which they might not have asked. These quotations enable the reporter's to channel the reader's thoughts in a particular direction. The writer asks the following questions:

If a man cannot lead his own family and personal affairs, how can he then lead a country?.....Why would a party of so called excellence stand by such recklessness stupidity and carelessness coming from the top?Any wonder then that people now refer to MDC-T as a party of sexcellence?

By allowing the article to be published, the newspaper publisher is trying to draw the public's attention to the Premier's lack of professionalism so that it can discredit him as a leader. The

phrase “as he now claims” Show how much the writer distances himself from Tsvangirai’s words and that he does not believe him. The adjectives “recklessness”, “stupidity” and “carelessness” are very strong and depict Tsvangirai as being completely unsuitable to lead the country. He is a threat to Zimbabwe’s national security. Use of the term “sexcellence” further maligns the Premier and conveys the impression that he is a sexual predator who does not respect women. The phrase “party of sexcellence” used to describe the MDC party also questions whether there is any excellence to talk about in this party if they are led by such a man. The questions force the readers to think about Tsvangirai’s suitability as a leader. If he cannot be trusted to lead a small unit such as his family, how can he be trusted with a larger unit such as the nation?

4.3.10 PM’S SA LOVER SPEAKS OUT

The Herald 26 September 2012

The article is about a South African (SA) woman Nosipho Shilubane who tried unsuccessfully to stop the Premier’s wedding. She claimed that she wished him well although she was bitter that the Premier had dumped her through a text message. The term “ex-lover” in the lead of the story shows that the Premier and Ms Nosipho were no longer intimate; their relationship had ended.

The headline of the story is loaded with meaning. Once again Tsvangirai’s status is being foregrounded so as to highlight the magnitude of his misdemeanours. The word “lover” points to a partner in a sexual relationship outside marriage. This depicts the Premier as a man of low morals who sleeps around when he is married. The words “speaks out” tells the readers that she was ready to be honest and to tell the truth.

The Herald claims that the story first originated from South Africa’s E News Channel Africa, a reputable SA broadcasting station. This is aimed at giving credibility to the story in that even a reputable media house has news on the PM’s sexual escapades. Nosipho is quoted throughout the story while Tsvangirai is not given any voice. Giving Nosipho the voice in the whole story draws the public closer to her, making them believe and sympathise with her. The story is framed in such a way that Tsvangirai is not consulted for any comment. Rather, it highlights Nosipho’s predicament so that the Premier is seen as a man who mistreats woman. The stance

taken by the writer with reference to the South African woman is that of sympathising with a mistreated person who was a good woman since she was prepared to let go of her affair with the Premier and move on with her life. Ms Nosipo Regina Shilubane is quoted saying:

I wanted him (sic) to sit down with me and say, “Nosi this is what is happening, you knw, that decency, at least, I think he owed it to me,”....He is supposed to be an example to other people, young kids. At an age of 60, you dump women with SMSes then what do the young ones do?

The word “dump” suggests that the PM treated the woman like rubbish or something unwanted. That he dumped her over the phone shows how callous and unfeeling he is. The readers are given a picture of a cold hearted and heartless man who does not care about other people’s feelings. Shilubane’s argument that the decent thing would have been for Tsvangirai to sit down with her and tell her imply that the PM is not a decent man. The sentence “he is supposed to be an example to other people and young kids” raises questions about Tsvangirai’s suitability as a national leader. The phrase “at the age of 60 you dump someone with a text message” further ridicules the PM as a man with no respect for convention or tradition or even women. Ms Shilubane is presented as an understanding woman. The news reporter stated the following about Nosipho:

She told the TV station that although smarting from her experiences feeling “used and abused” she wished PM Tsvangirai well even if he chooses to marry another woman else

The words “used and abused” are used to describe Shilubane’s feelings and can be translated to mean that Tsvangirai is a user and abuser of women.

The writer did not give details between Ms Shilubane and Mr Tsvangirai’s affair rather stated that she claimed that they started seeing each other in September 2009. The word “claim” shows the writer does not believe what the source is saying since the word is usually used when what is said is not believed to be genuine.

Contextualisation is highlighted when the writer gives background information about the women attached to the Premier. The writer states that:

Ms Shilubane is one of the many women linked to Mr Tsvangirai since his wife Susan died in a car crash in 2009. Loreta Nyathi, Arikana Chihombori and Aquina Pamberi are among the women that have been prominently reported on

The statement “Ms Shilubane is one of the many women linked to Mr Tsvangirai since his wife Susan dies in car accident in 2009” highlights that he is a philanderer as the names of the other three woman are mentioned in the quotation. The mentioning of dates shows that the Premier is unfeeling because he did not even mourn his wife long enough; his affair with Shilubane started the same year his wife died.

4.3.11 LOCARDIA OUTSMARTS TSVANGIRAI IN COURT AGAIN

The Herald 28 September 2012



In this article the writer continues to portray the Premier as unfit to hold office. The story is about the Premier losing the legal bid against the maintenance claim lodged against him by Locardia.

The headline accompanying the story also shouts victory for Karimatsenga. The term “again” emphasises that this was not the first time Locardia had won a court case against Tsvangirai.

This is also highlighted by the word “outsmarts” which implies that the Premier is not clever or intelligent. Once again, the writer addresses Locardia by her first name, drawing her closer to the reader’s while further alienating the Premier from readers as he is referred to by surname, which is formal. The first sentence of the article starts with “Prime Minister Morgan Tsvangirai” to foreground his esteemed position in the government. Yet, he is outsmarted by Locardia, emphasising that he is not clever.

In this article the writer continues to refer to Locardia as the Premier’s wife, thus, impressing in the reader’s minds that despite Tsvangirai’s denials, she is his wife. The writer states that:

Prime Minister Morgan Tsvangirai yesterday lost a bid to have the US\$15 000 maintenance claim lodged against him by his wife Ms Locardia Karimatsenga struck off the roll

The Herald insists on calling Locardia, Tsvangirai’s wife even though at the time he is already married to Elizabeth. It is as if the newspaper is determined to depict him as a liar for denying the marriage and also to imply that it is within Locardia’s rights to demand US 15 000. The rest of the story quotes Locardia and Tsvangirai’s lawyers giving a legal version of what transpired in the court.

The pictures attached to this article shows a sad looking Locardia who has been mistreated. Once again she is wearing black and her attire is one that is usually worn by those who have lost a husband or child. She is in the company of an elderly woman, as expected of someone who has been bereaved.

The writer of this story is trying to expose the Premier as dull, a loser, dull and someone who is incapable of winning anything. Furthermore, the reporter is trying to tell the readers that with Tsvangirai as their leader, they will not win anything as he is failing to also outsmart Locardia.

4.4 DAILY NEWS ARTICLES

4.4.1 TSVANGIRAI'S WEDDING GETS GO AHEAD

Daily News 13 September 2012

This article is written at a time when Locardia is fighting to stop the Premier's wedding to Elizabeth Macheka. This story is a relief to Tsvangirai as the judge ruled in his favour and that he should proceed with his wedding. Locardia's customary marriage to the Premier was deemed invalid as it was not solemnised.

The first sentence of the article "Prime Minister Morgan Tsvangirai will proceed" is an emphasis of the Premier's status, highlighting that he is a man in a respectable position. Noticeably, Macheka is respectfully referred to as the Premier's fiancée, while Locardia is described as "ex-lover". The prefix "ex" implies that the relationship has ended while the word "lover" is used to describe Locardia as a person who was only in a sexual relationship outside marriage. All claims by Locardia that they were married are effectively dispelled by the word lover which implies that they were never married. The writer states that the high court "threw out" Locardia's bid, suggesting that the court refused to accept her claim as it was felt that the case had no merit and was thus worthless. It also gives the impression that there was some contempt for her bid.

The *Daily News* writer cites section 19 of the Marriages Act to dismiss Locardia's bid. Legally, Locardia has no claim on Tsvangirai. Through using of a legal source, High Court Judge Antonio Guvava to dismiss Locardia's claim as not acceptable to the law to make their story authentic. The article refers to Locardia by surname. This use of her surname is an attempt to distance her from the readers.

Naming is highlighted when the writer refers to Locardia as a property broker. In this instance the writer seems to be satirising her as if to say that a dealer should be aware of what is going on since a dealer is a person who is expected to be up to date with current affairs. The phrase "who professes to be ignorant" shows that the writer was not convinced that she truly was unaware of the dates, making it seem like Locardia was not telling the truth.

In this article, the writer is largely removed from the story. He makes use of various sources which strikes a balance to the story. He quotes the High Court judge Antonia Guvava, the

Premier's spokesperson and lawyer Luke Tamborinyoka and Chagonda respectively, as well as Ms Karimatsenga's lawyer Everson Samukange who only gave a legal version of the issue. The news story is objective in that it gives the High Court's judgement without the writer trying to give an opinion.

4.4.2 COURT HALTS TSVANGIRAI'S MARRIAGE

Daily News 15 September 2012

The story comes after Locardia's bid to stop the Premier's wedding. This was deemed unacceptable by Judge Antonio Guvava. In this article, Locardia brings evidence of a video showing a traditional marriage ceremony between Tsvangirai and Karimatsenga in Mazoe. The headline is objective, as the words used are not emotive. It gives a summary of what the readers should expect to find in the story.

Both Locardia and Tsvangirai's lawyers were given a voice to articulate their point of view. The Premier's spokesperson Tamborinyoka is also quoted giving assurance to the invited guests that the wedding will still continue and that they were still going to find means through the courts of getting the marriage licence back. Their anticipation is shown through the phrase "definitely, remain exuberant" which was used to describe that the Premier's cabinet was without doubt and enthusiastic that they will the Premier will wed Elizabeth. Locardia's lawyers were also quoted highlighting their joy as justice had been served for their client. The story is an objective report of the case as there was no sensationalisation of the court's judgment. Through the article, Tsvangirai and Locardia are referred to by their surnames to highlight the formal and legal nature of the article.

Ms Karimatsenga's lawyer Everson Samukange is quoted giving the background of the conditions of the withdrawal of the Premier's marriage licence saying that:

The marriage licence that had been issued to the Premier has been cancelled, Samukange said after the ruling yesterday. If he goes ahead with the wedding, he will be committing bigamy, he said. The license had been cancelled so it means the wedding cannot go over under the

impediment law. The law of impediment says that there is customary union between Locardia and Tsvangirai, said Samukange

The article highlights instances where the writer makes evaluations, making the story appear sensational as he states that:

Tsvangirai's soap opera has enthralled Zimbabweans but is now attracting worldwide audience with new plots involving dalliances with more women in what the MP says is a state security plot to hurt his poll chances. It is quality drama and many new characters entered the plot this week. Tsvangirai insists it is all part of a grand political scheme to besmirch, to malign and to soil his image for political gain

From the above quotation the writer mocks Tsvangirai's situation by likening it to a soap opera. The word "soap opera" and "plots" are used to describe the Premier's marriage problem to emphasise the dramatic nature of the conflict. Describing the conflict as "soap opera" implies not only the dramatic nature of the conflict, but its twists and turns are typical of a soap opera. The word "plot" suggests that there are secret plans to discredit or harm Tsvangirai. This shows sensational nature of the whole issue and is reflected by the word "enthralled" which further underlines it. It is further buttressed by the sentence "it is quality drama and many characters entered the plot this week". The continuous use of images of drama and plots drives home the intrigue that surrounds the conflict. The word "dalliances" which means brief sexual encounters is used to depict the Premier as an irresponsible man, who is not suitable to lead a nation. Through this article the writer is trying to ridicule and expose Tsvangirai as a liar, especially considering that there is a video showing that he traditionally married Locardia.

The last sentence of the article sums up Tsvangirai's views on the matter, but Karimatsenga is not given the same privilege. The Premier is quoted saying that "it is all part of a grand political scheme to besmirch, malign and soil his image for political gain". The words "scheme, besmirch and malign" buttress the idea of there being "plots" and underhand plans to falsely accuse the Premier and tarnish his image.

4.4.3 TSVANGIRAI WEDS

Daily News 16 September 2012

The story is a narration of the events that transpired during the Premier's wedding. The headline accompanying the story is quite objective as it matches the contents of the story and gives what the readers should expect in the story.

The writer's voice is the most prominent throughout the story as he makes his assertions about the wedding. He states that:

It had all the making of a typical wedding- a priest, flowers, music and a towering white cake. Prime Minister Morgan Tsvangirai and his "wife" Elizabeth Macheke even exchanged rings, just like they do in a real wedding

The first sentence of the article seems to imply that, despite the attempts to stop the wedding, everything that makes it a real wedding was there. Those that had tried to stop it had failed. The word "wife" is in inverted commas implying that she is not a wife in the conventional sense of the word as the marriage was not a conventional one. The word "mock wedding" further show that it was not a real wedding. The inverted commas could mean that the wedding might appear to have failed to take off the way they it was expected, but it is nonetheless a wedding. The phrase "Tsvangirai and his woman" is interesting in that he is named and given an identity, while she is reduced to a possession, his possession.

The writer states that Tsvangirai is being publicly chased by three women. The word "chase" implies that he is the victim not the woman. Elizabeth is described as "a woman of extreme beauty fighting an ugly war to legally marry her man". Her beauty is being contrasted with the ugly fight caused by Locardia as if to say that those that are fighting her are ugly. They are the opposite of her as she has won the war. The phrases "his woman, her man" imply that these two belong to each other and that they were meant for each other; no one can separate them.

The phrase "fast-gaining reputation as a playboy" reveals the reporter's critical tone about the Premier's behaviour. The Premier is presented as a man of status and of authority seen when

he arrived at the venue under the escort of police and in a convoy of twenty expensive top-of-the-range vehicles this shows his status as dignitary. The writer states that some guests had arrived as early as 10am, yet the Premier arrived at 5pm. Their endurance shows their love and support of the Premier.

The mention of the names of some high profile guests, such as the Swazi Prime minister Barnabas Dhlamini, Zambia's Labour minister Fackson Shamenda, officials from Botswana, Tanzania and Gordon Moyo, show that Tsvangirai is an important man and that his wedding is being given a stamp of approval by these important man. Bishop Makaka from the Roman Catholic Church oversaw the wedding by providing "religious cover" meaning that, even the Christian church approves the ceremony. The Bishop is quoted as saying that "they have to celebrate when the climate is clear" suggesting that there will be a more permanent move to legalise their union. The mention of the number of guests "2000" shows the popularity of the Premier and proves that this was a wedding approved and welcomed by many Zimbabweans. The number of guests is highlighted by the phrase "mobs of supporters".

The manner in which the writer described the events of the wedding shows that he also approved of it. This is highlighted by the diction he used. The phrase "Then the real fun began" shows that people had fun and enjoyed the celebration. The shortness of the phrase gives emphasis of the celebratory mood. The words "frenzied", "lattered", "loud cheers", "mobs of supporters rushed" and "rapturous applause" underline that the guests were extremely, excited and happy, showing approval of the wedding. The reporter's use of exaggeration used to describe the wedding shows that he was appreciated what was going on. The words "sashayed" and "glittering white gown" show that Elizabeth was beautifully dressed and had confidence in what she was doing.

Code switching was employed by the writer to give emphasis of what he wanted to put across. Crystal (1987) describes code switching as alternating between languages during speech. He states that it happens when a person who is bilingual alternates between two languages during speech with another bilingual person. Chamisa introduces Elizabeth in the Shona language, and describes her as "Nyungururwi" (a rare find). That description shows that there is something special about her which was missing in the other women chasing after the Premier. Indirectly, Chamisa is saying that Locardia is not special. Chamisa also refers to her as "naamai" (mother) a sign of approval; she is being given respect. A mother is a person who is loving, warm, caring

and provides for her children. All these characteristics are being given to Elizabeth. When the Premier was called to the podium guest shouted his totem “save, save, save”, which was an act of praise, as well as the crowds way of showing approval of his actions. Tsvangirai addresses the crowd in Shona to show that he is one of them and is bringing himself to their level. The phrase “Tsvangirai called the throng to order” shows his authority and powerful position. The fact that they listen to him shows that they respect him. Elizabeth also greets the guests in Shona, showing that she is seeking the people’s approval and wants to associate with them at their level.

The phrase “the propaganda that ZBC has been peddling” implies that ZBC was falsifying news. The words “slammed” and “alleging their plot” highlight the severity of Chamisa’s criticism of Zanu PF and the state media for falsifying news about the Premier. The word “alleging” shows that the writer is distancing himself and is being objective.

The Premier’s spokesperson, Luke Tamborinyoka is quoted as having said that “what happened is that Macheke’s family officially handed Elizabeth to be wife of PM” underlining that they are not breaking the law and also that tradition has been respected. This would prevent those who are eager to perceive the occasion as contravening to the country’s laws.

4.4.4 PM WANTS LOCARDIA DIVORCE

Daily News 19 September 2012

The story is about the Premier’s relatives who went to Locardia’s house seeking to talk to her. The headline accompanying the story confirms that, indeed, the Premier married Ms Karimatsenga following his denial of ever marrying her. One would ask themselves why he would want to divorce her if he never married her.

The headline emphasises Tsvangirai status, but is objective and has no connotations as it is matching what the article is talking about. Of importance in this article is the manner in which the writer selected his diction. The lead of the story reads:

Prime Minister Morgan Tsvangirai has begun proceedings to divorce “wife” Locardia Karimatsenga, but the spurned businesswoman says the Premiers relatives are harassing her and have besieged her house

The word “spurned” implies that Locardia was rejected with contempt. The word while showing rejection she suffered at the hands of Tsvangirai, also shows that she had to be literally pushed away because she was clinging. The word “businesswoman” implies that she is not a helpless woman but a woman, of means who works hard. The word ‘wife’ is also in inverted commas suggesting that she is not really a wife to Tsvangirai.

The word “besieged” is used twice to imply that Locardia believes is being forced to do what she does not want to do and also that a large number of Tsvangirai’s relatives went to her home to force her to accept the divorce. The forced nature of the proceedings is further underscored by claims made by Locardia’s relatives that “Tsvangirai’s relatives besieged her Greendale home demanding a meeting”. These claims were counteracted by the fact that there were only two people, Innocent Zvaipa and Manasa Tsvangirai, who went to her house and not the large number implied by Locardia’s relatives. The writer uses the word “alleged” to show that these are claims being made by Locardia’s relatives. The phrase “hunting down” further develops the impression of being besieged and also suggests that Locardia was not availing herself to the process.

The writer gives background information. The writer states that “Locardia was left to watch as Tsvangirai opted to marry another wife Elizabeth Macheke” despite paying lobola for her earlier on. The phrase “left to watch” implies that she had no choice in the matter. The writer states that in an exclusive interview with the *Daily News* Locardia insisted that she is still pursuing her \$15 000 a month maintenance bid and that she remains the Premiers wife until he officially divorces her. Locardia is also portrayed as an understanding woman who is willing to share her husband with another woman provided she gets to have her rights as the first wife. She claims that she loves Tsvangirai despite what he has done to her.

Simba, Locardia’s brother told the *Daily News* that Tsvangirai’s family disowned her sister and embarrassed her. Locardia’s relative is quoted saying:

I know Zvaipa and Manasa because they came to our home to marry Locardia, but the way they are behaving is wrong. What do they want to talk to her about now. Am I the father of the family and they must do it the right way rather than harass my sister.

Quoting Locardia's brother extensively reveals the *Daily News's* desire to give all sides a chance to state their story. Zvaipa one of Tsvangirai's emissaries was also given a right to reply and he denied knowing anything about the incident. Allowing all parties involved to tell their side of the story give balance to the narrative, thus promotes objectivity. The writer alternates between referring to her as Locardia and Karimatsenga since in other instances it was the court officials who were being quoted. The story is more balanced as it gives all parties a right to reply.

4.4.5 ZANU PF UNFIT TO CAST FIRST STONE

Daily News 24 September 2012

The story is written after Zanu PF has gone to extremes to humiliate the Premier publicly. The writer of the story seeks to remind them that the Zanu PF members that they are also unfit to vilify the Premier, thus he quotes the bible to reprimand them.

The headline makes reference to a biblical verse in which Jesus warned the Pharisees and Scribes not to harass an adulterous woman because they were no better than her. The headline implies that members of Zanu PF should not be too hasty in criticising Tsvangirai because many of them had behaved worse than him. The implication is that Zanu PF members are hypocrites.

The writer quotes the bible extensively in this article. He begins by quoting John 8v7:

And as they continued to ask him, he stood up and said to them; let him who is without sin among you be the first to throw a stone at her

Through quoting that verse the writer is trying to tell Zanu PF that they have also committed sins and that they cannot throw stones at Tsvangirai. In this article, the writer seems to be sympathising with the Premier and at the same time ridiculing the ruling party Zanu PF. It is in

this article that the writer calls for the ruling party to be careful and fair in their reports of the Premier as they are also not as clean as they claim to be. In the fourth paragraph of this article, the author aims at making the readers have a critical look into the ruling party and also to check if the ruling party is not also guilty of the same issue as the Premier.

Irony is used when the reporter he uses the words “soothsayer” and “heretics” and the phrase “the extent of feeding on intoxicating political carcasses that can choke them at last”. Through the use of irony the writer is trying to reveal the hypocrisy within the media house and political parties crucifying the Premier. The whole article is infused with scriptural references to draw parallels and lessons from the bible. Words such as “soothsayers” and “heretics” as well as reference ‘Judas Iscariot’. The writer likens the manner in which Zanu PF vilified Tsvangirai to how Judas Iscariot was vilified by Christians as well as how Hitler was vilified by Jews. This similarity highlights the cruelty of the ruling party. The article implies that Tsvangirai has been vilified by Zanu PF more than Judas Iscariot was by the Christians or Hitler by the Jews, these that two incidents were some of the worse moments in the history of human beings. Thus comparing Tsvangirai’s vilification with these two incidents in history, underscores the magnitude of the vilification. Tsvangirai’s marriage saga is nothing compared to these and yet he is vilified even worse than they were. Through using this comparison the reporter is highlighting the extreme nature of this condemnation as well as its unreasonableness. It baffles all reason.

The word “blindly” from the phrase “Tsvangirai has been blindly attacked by Zanu PF” suggests that the attack is unreasonable and that there is no desire from Zanu PF to be fair. Zanu PF is foolishly attacking him without attempting to understand the issues. The imagery of a hyena not being able to look after its calves suggests that Zanu PF is also guilty of not neglecting its own people. The writer further describes Zanu PF as a “sect”, implying that it is a dangerous political group. To further buttress the point, the writer describes them as gladiators, people who are engaged in controversy and are violent.

The writer seems to be sympathising with the Premier as he is clearly trying to tell the readers that those that are slandering the Premier are also guilty thus advocating for self-introspection among supporters of the ruling party instead of the perpetual of the Premier. Furthermore the writer makes reference to the book of Mathew which talks about taking out a spec in a brother’s eye but not noticing the log in one’s own eye and Ham who laughed at his father Noah when he

was drunk and naked. The writer urges members across the political divide to sympathise and pray for the Premier instead of taking advantage of his tragedy. The headline “Zanu PF is surely unfit to cast the first stone” raises questions about the credibility of Zanu PF, thus, indirectly showing that some members of this party are of questionable morals.

In this article the writer is trying to sympathise with the Premier, and at the same time reminds Zanu PF that its political party members do not have the moral ground to criticise Tsvangirai instead to directly pointing out their own flaws as a political party. The writer tactically uses the bible to caution Zanu PF. The reporter only quoted the bible; he to support his own claims.

4.4.6 COURT DISMISSES TSVANGIRAI’S APPLICATION

Daily News 28 September 2012

This story comes after Tsvangirai married another woman. Realising that her husband had been taken, Locardia, applied for maintenance. This did not sit well with the Premier who sent an interdict to court. However, which the court dismissed his case and proceeded to consider Locardia’s case.

The headlines accompanying the story proclaim victory for Karimatsenga as Tsvangirai’s application is dismissed. This shows that Locardia still has a claim on Tsvangirai as his wife. The use of the words “estranged” and “wife” imply that they were no longer close and that she was no longer his wife in the conventional sense.

Locardia’s lawyers and Tsvangirai’s lawyers are quoted extensively in the story but only give a legal version of the issue. Tsvangirai’s lawyer, Mpfu, who was not pleased with the magistrate’s response argued that Locardia’s lawyers did not follow the proper procedure for maintenance application and likens the application to a “dogs breakfast” or a. He argued that:

If this court does not follow the law, the effects are that of reducing the court into a headman sitting under a muchakata tree. The application was not served in terms of Maintenance Act and the regulation. If service is not done then proceedings are invalid. This application is dogs failure to comply with the law.

The above quotation makes reference to village traditional courts presided over by headman. The reporter has no confidence in the reality and fairness of such courts. Likening the court to the village ones shows his concern about the quality of the judgments they are making. Locardia's lawyer, Samukange is quoted as saying that issues raised by the Premier's lawyer are mischievous as their application complied with the requirements of the Maintenance Act. Through that Judge Mukavhi declared the papers in order and dismissed issues raised by Mpofu. Both lawyer's locardia's and Tsvangirai's were quoted to give them a chance to put their case forward, thus, striking a balance to the story.

The use of the word "whopping" to describe the amount of money claimed By Locardia points out how massive Locardia's demand was. Locardia is given an opportunity to state her case. She is quoted as saying:

I looked to him for financial support for the past year. Respondant, as my husband, has a responsibility to maintain me.....The respondent is in a position to pay maintenance for my upkeep in the sum of \$15 00 per month.....and is handsomely paid

The writer makes use of intertextualisation by providing background information of the news report stating that. After the Premier's announcement of his wedding to Elizabeth, Karimatsenga claimed to be in love with the Premier and made an application to the courts seeking to stop the wedding. The magistrate ruled that the Premier could not tie the knot as he was traditionally married to Karimatsenga. Karimatsenga was forced to take the Premier to court after he ignored letters to settle out of court.

4.5 CONCLUSION

This chapter presented and, analysed the language used in the articles. The researcher made use of CDA and semiotics to draw out the meaning of the language devices used to write the stories. The following chapter discusses the findings.

CHAPTER FIVE

RESEARCH FINDINGS AND DISCUSSION

5.1 INTRODUCTION

This chapter discusses the results of the analysis of the newspaper articles in the previous chapter. This section also seeks to link the research findings with the reviewed literature and theories selected for this study. The main aim of this study was to examine how language was used by two Zimbabwe newspapers, *The Herald* and *Daily News*, in reporting about the former Prime Minister Morgan Tsvangirai's marriage saga. The objectives were to:

- Analyse the language used in the headlines of the selected articles to describe the marriage saga;
- Establish the sources that the two selected newspapers consulted to report on the marriage saga;
- Examine whether there are similarities and/or differences in the language used by the two newspapers to report on the marriage saga; and
- Evaluate how language use reveals the ideological stances of the two newspapers in their reporting of the marriage saga.

To achieve the objectives, the researcher analysed selected news articles on the marriage saga from two of Zimbabwe's major newspapers, *The Herald* and the *Daily News*. The discussion is organised according to the dominant language items that were identified during the analysis. The findings are discussed within the framework of two theories, namely representation theory and the framing theory (see chapter 2).

5.2 GENERAL DISCUSSION

5.2.1 NAMING

Naming is one of the major linguistic techniques which the two newspapers made use of to frame their stories and to impose an identity on the characters. Evans (2013) states that naming is when a noun phrase is attached to an individual to label or impose an identity on that individual. In a way, the author chooses to frame the character through naming that person. Scheufele & Tewksbury (2007) perceive framing as based on the assumption that the way an issue is characterised in news reports can have an influence on how it is understood by readers. It is a process whereby a communication source defines and constructs an issue or controversy. Communication sources have the ability to name characters in the issue.

Wamitila (1999) opines that characters are named to bring out crucial themes, ideological tones, as well as the writer's point of view. He further observes that naming brings out a polarisation of characters. This is highlighted by the differences in the presentation of Tsvangirai and Locardia. In *The Herald* Locardia is presented as a woman who has been wronged and a woman who is helpless and a woman who needs the sympathy of readers while, Tsvangirai is presented as an irresponsible man, an abuser of women and a man who does not have what it takes to lead a country. Jagiela (2015) describes naming as revealing the position of the reporter; it gives the person an identity, and it influences how people think about that person (Watzlawik, 2016).

When naming an individual, one is defining that individual, giving him or her certain qualities and making people see that person in a particular manner. For example, *The Herald* articles seem to emphasise Tsvangirai's status as the Prime Minister or leader of his party, MDC-T, in order to magnify his misdemeanours, and also to question his actions and suitability as a leader. In most of the headlines, he is constantly referred to as PM and in others the MDC-T leader to stress that Tsvangirai is a man in a leadership position, a position of authority in Zimbabwe. Such a man is expected to behave in a responsible manner and to serve as a role model in society. For example, the headlines "PM's SA lover speaks out" makes him appear lacking in both leadership skills and morals. One would not expect a man of his standing to have a lover because it immediately sends the message that he is behaving irresponsibly. The implication is that he is indulging in sex outside marriage, and for a man in his position, this is unacceptable.

At face value, the emphasis on Tsvangirai being referred to as the Prime Minister or PM in headlines and within the story, would make one think that the article is celebrating his position but a juxtaposition of his position and actions portrays him as a man with no morals. When naming him, the writer is representing him in a particular way. Hall (1997) observes that language operates as a representational system and that language is a shared cultural space where production of meaning through language takes place.

The Herald's quest to magnify the Premier's status is further highlighted throughout by referring to him by surname while referring to Locardia by first name. The use of his name makes the relationship between him and the reader a formal one. It distances him from the readers, whereas use of Locardia's name brings her closer to the public so that the public would feel sorry for her. The reading public is most likely to sympathise with Locardia because this makes the reader feel that she is approachable and is one of them. Russell (2014) states that an individual's name is the most important thing that connects to their own identity and individuality. She states that people feel respected and more important when ones refers to them as by their first name and it makes a positive lasting impression on them, thus the readers' sympathies lie with Locardia. Hall (1997) avers that to represent something is to place a likeness of it in the mind or in the senses. Hence, names serve as a representation of an individual.

Taiwo (2007) states that headlines are a significant part of a news story. They serve as a forerunner of new stories. They mainly show the social and national representations circulating in the world or society. Noticeably, headlines extensively reach a larger number of people than those that read the news stories since vendors display their newspapers on most street corners and robots. Passerby and casual readers are, thus, able to get a glimpse of them. This may ultimately later become the subject of discussion in their offices or in any other domain. Taiwo (2004) states that headlines are strategically used by the editor who chooses emotive vocabulary, rhetorical and graphological devices to make an impact on the readership. Thus, *The Herald* headlines, such as "PM's SA lover speaks out", "MDC-T leader's utterances insensitive, cheap politicking", "Tsvangirai's woes mount" and "Tsvangirai should resign he is no national leader", serve the purpose of persuading the reading public to judge and condemn him even without knowing the truth or the circumstances behind the story.

Naming is also highlighted in the body of the articles and is used to describe Locardia as a witch as Tsvangirai claims that she ate her own unborn twins. He is quoted saying in the article entitled "MDC-T utterances insensitive, cheap politicking" as follows:

*Ini ndangoti hangu kana munhu aine demoni anoguma ody
mwana..... loosely translated Mr Tsvangirai said "a demon possessed
person end up eating her own child*

Calling Locardia a witch under normal circumstances would serve to turn the public against her, but in *The Herald* newspaper it serves to depict Tsvangirai as a callous man, who is concocting a ridiculous story to escape responsibilities. There is an attempt to soil the Premier's character as *The Herald* describes Tsvangirai as a liar and polygamist as he was not truthful with the priest about his marriage to Locardia. These attributes attached to the Premier are aimed at discrediting him so that the public thinks of him as unfit to lead the country.

In the *Daily News* newspaper, however, Tsvangirai seems to be named differently unlike in *The Herald*. The *Daily News* articles use the Premier's name to show respect for him and to acknowledge his position in society. Unlike in *The Herald* where Tsvangirai's status is used to magnify his misdemeanours, in the *Daily News*, his status is used not only to state the facts, but to reduce or to make Locardia appear inferior to him. For example, in the headline "PM wants Locardia divorce", gives the impression that it is the PM who is driving the process not the other way round. Implied in the headline is that the PM, an important and respected man in society wants to get rid of this unimportant person, Locardia. Where *The Herald* used Locardia's first name to win her sympathy from the public, the *Daily News* uses her name to underline her lack of status in society and to make her seem inferior.

The *Daily News* headlines are more objective as they match the stories. For example, "Tsvangirai wedding gets go ahead", "Court halts Tsvangirai's wedding", "Tsvangirai weds" and "Zanu PF unfit to cast first stone". *The Herald* headlines tend to be emotive and when one is reading them he/she would not know what the story is exactly about, for example "Tsvangirai, Locardia in verbal war", "PM's wedding: Bishop washes hands off" and "Tsvangirai should resign, he is no national leader". The difference in the manner in which the papers presented the Premiers' marriage saga is that the newspapers have different ideologies. Manjulaishi (2003) states that, in India, everything is viewed from a political perspective. The same concept is applied in Zimbabwean media; the manner in which news is presented lies within the ideology of the newspaper. For example, the *Daily News* newspaper's editorial charter captures the newspapers motto "Telling it as is it", which for many meant highlighting the Zimbabwe government's failures accurately (Dombo, 2014). Because of that, the *Daily News* became a threat to the government because of its fearless criticism of government corruption and political intolerance (Mukundu & Ngwenya, 2011).

The Premier's name was used to further show the gravity of his erring's in *The Herald* article entitled "Tsvangirai's woes mount". This was aimed at giving the impression that his deceitful nature is now causing him more problems. This article was published on the 13 of September, by *The Herald* while on the same day, the *Daily News* chose to publish a story entitled "Tsvangirai's wedding gets go ahead". The difference in their news angle reflects that the media is polarised and also highlights the difference in their ideologies. *The Herald's* aim is to focus on the Premier's flaws instead of telling the public that Tsvangirai has been granted permission to go ahead with his wedding. The researcher thus came to the conclusion that the *Daily News* was more objective and, to some extent, sympathised with the Premier as the writers were lenient in the manner in which they described the events that transpired. *The Herald*, however, basked in his disharmony of the Premier's problems. The manner in which *The Herald* presented the saga revealed that the newspaper had hidden agendas behind the bad publicity it gave the Premier. This shows that the paper framed their presentation of the Premier in such a way as to highlight their aim which was to soil his character, showing the public that he does not have leadership qualities. Fowler (1991), thus, argues that, ideas and events are at times not communicated neutrally. This could be due to the editorial restrictions; the press is partially forced to alter its writing style and, in the process, alters the reality of the situation (Amin, 2011).

The *Daily News* also uses the PM and Locardia's surnames in most of the stories. Locardia is referred to as Karimatsenga indicating that the reporter wants the reader to keep a distance from both Tsvangirai and Locardia so as to judge their stories or claims objectively. Another reason for using their surnames is that most of the stories are reporting court proceedings and, therefore, the reporter is attempting to be formal and to indicate that it is up to the reader to decide what side to take.

5.2.2 QUOTATIONS

Quotations are also another linguistic technique used by the selected newspapers to authenticate the claims made against either Locardia or Tsvangirai. Tsvangirai's love triangle with Locardia Karimatsenga and Elizabeth Macheke was a scandal that attracted the attention of the public and various media houses in Zimbabwe and women who were involved with the Premier. When analysing the articles, the researcher identified certain quotations to show their use and meaning. Pajunen (2008) states that quotations play a significant part in the make-up of a story. He argues that they make the story more authentic and bring variation through the

sources' own words. For example, *The Herald* newspaper quotes various sources except the Premier. Tsvangirai's voice is completely cut off from the stories and he is not given the right to reply. This refusal to give him a voice results in him being seen through the eyes of others.

Alimadi (2002) argues that, through the process of representation, something is always added or subtracted. *The Herald* stories tended to be one sided through extensively quoting Locardia so as to win sympathy for her from the public. She is consistently quoted so as to portray Tsvangirai as both a liar and an abusive man towards Locardia. The idea of denying him the right to reply was aimed at vilifying him. For example she is quoted saying:

The miscarriage has mentally devastated him. My husband has not come to terms with it. He is mentally unstable in that he has gone to marry the second responded he met a few month ago.....this shows his mental state ability to even engage in this marriageI believe my husband needs psychological evaluation and assistance

Pajunen (2008), observes that reporters use quotations and direct speech, in order to be neutral and impersonal. Coulthard (1994) and Dijk (1988a) observe that reporters may only report those parts of the speech which they deem significant and which serve their ideological aim. This shows that selecting quotes is subjective, in that it reveals lack of neutrality from reporters and their ideology.

McQuail (1994) states that selecting quotes makes it easier for reporters to frame stories as they place emphasis on an issue and thereby putting it within a field of meaning which is different from what actually happened. This is similar to the act of placing a picture in a picture frame and only highlighting what is important. The same concept applies to media framing. The practice of filtering unimportant issues gives leeway to what is important to the writer to be published. *The Herald* stories are framed in such a way that they highlight Locardia's plight, while distancing the Premier from the readers. This shows that *The Herald* lacks good journalism as they deprive the Premier the chance to respond to the allegations. According to The Press Council South Africa (2017), news should be reported in a balanced manner; good journalism gives everyone a chance to give their side of the story. Tsvangirai is only given a chance to respond in articles where his words put him in a bad light. A possible reason why

Tsvangirai was not consulted for his comments could be that he seemed to prefer gate-keeping through his spokesperson Luke Tamborinyoka or it was a deliberate ploy by *The Herald* to freeze out his side of the story as this would have gone contrary to its agenda to vilify him. The Premier hardly gives personally a comment to *The Herald*. Where he is quoted directly, it is for purposes of furthering *The Herald's* agenda to portray him as a liar and abusive man. For example, in the article “MDC-T leader’s utterances insensitive, cheap politicking” Tsvangirai’s words are used to earn him the public’s ire and also to depict him as unintelligent as he is outsmarted by Locardia.

Legal experts are quoted to authenticate Locardia’s claims that she is the wife to Tsvangirai who is denying ever marrying her. Acts of parliament are also quoted so as to prove Tsvangirai wrong and to expose him as a polygamist. To further vilify Tsvangirai, *The Herald* also quotes the priest and the bishop who present the Premier as unreliable and a liar as he did not give them full details of his alleged marriage to Locardia. Overall, stories from *The Herald* are not balanced as the paper is out to discredit the Premier in all sorts of ways portraying him not only as a liar, but as a threat to the country’s security and finances. Coulthard (1994) opines that every speech presentation is not objective since each writer writes from a certain perspective led by an ideology. This explains the negative publicity that *The Herald* adopted in reporting this issue. *The Herald* is a state-owned newspaper which is inclined to favour the ruling party, ZANU PF in its reporting. The Premier’s marriage problems are used by *The Herald* to portray him in a negative light and by extension, the opposition party. Nosipho Shilubane’s quotations are further used to authenticate her story that the Premier had promised her marriage. Her quotations are rich with details, such as dates, meeting places, phone numbers, in order to give credibility to her claims.

On the contrary, the *Daily News* tried to be as objective as possible. In all the *Daily News* stories selected for the study, the reporter extensively quotes people from both sides of the divide to give balance to the story. In the stories “Court halts Tsvangirai’s wedding” and “Court dismisses Tsvangirai’s application”, the reporter quotes Locardia’s lawyers, as well as Tsvangirai’s lawyers extensively. It is up to the reader to determine which side of the story to take. One of the positive things about the *Daily News* is that the sensationalisation of the PM’s marriage problems that is evident in *The Herald*, is missing in the *Daily News*. For example, The Herald in its endeavour to portray the Premier as a loose man, makes use of Miss Shilubane quotation:

On November 19 2010, Miss Shilubane claims she followed the PM to Gaborone, Botswana, where she said, “he was distressing, and he missed me and wanted to make love to me”

Mugwagwa (2012) states that sensational reporting is whereby words are taken out of context mainly to serve a three-fold purpose, which is to push sales for the newspaper, push an agenda and make a name for the paper. He further observes that, in Zimbabwe, for one to know the complete truth of an event, one has to be there or at least read many articles on the same thing. Locardia is also given a voice to explain her \$15 000 claim for maintenance, as she claimed that she was accustomed to the high life that the Premier introduced her to.

5.2.3 DICTION

Wheaton College Writing Center (2009) describes diction as the choice of words or phrases that an author uses in any literary work. The college states that words might have the same denotation but can have various meanings. Literary-Devices (2010) argues that diction is not only the word choice, but it also refers to a distinct tone and tenor of the author’s writing. Diction brings out the mood, attitude and style of writing of the author, which could be positive or negative. In relation to this study, *The Herald* newspaper largely made use of emotive words. Emotive words are words that aim to manipulate, influence or elicit feelings from readers such that the readers end up adopting the viewpoint of the writer (Claassen, 2011).

In an attempt to vilify the Premier, *The Herald* used emotive words such as “criminal”, “reckless”, “irresponsible” to describe Tsvangirai’s actions. The aim of the paper was to portray him as a man who lacks leadership qualities suitable for the position of Premier that he holds. The magnitude of his errors is captured in words like “grave”, and “failure” in one sentence. These words serve to build an image, in the reader’s mind, of a man who is not fit to lead a country. Through this, Tsvangirai is being represented as a man who is not fit to lead a country. All this is aimed at discrediting him that the public thinks badly of him. This also shows the power embedded in language and how it can be used to present information.

Words with sexual connotations such as “we were intimate”, “our first sexual encounter” and “party of sexecellence” serve to define Tsvangirai as a man who is not concerned about the country but a man who is up to pleasing his flesh, thus is unfit to be a leader. Furthermore, the

word “misled” also portrays him as a man who is unreliable and untrustworthy. Lastly, the phrase “outsmarts Tsvangirai” implies that the Premier is not intelligent. Such a description provokes readers to question his intelligence and his suitability as a leader.

The *Daily News*, however, did not use negative descriptive words, to describe him, but strived to describe the events objectively. Most of the stories from the *Daily News* were formal, legal in nature, less sensational and objective. This is shown through the use of the word “alleged” to describe the claims made by both Tsvangirai and Locardia, implying that their claims are yet to be proved. In describing the Premiers’ wedding, the reporter showed appreciation of what was going on through the manner in which he described the events. Words like “mobs of supporters”, “rapturous applause”, “the real fun began” reveal the huge numbers that attended the Premier’s wedding as well as the excitement of the guests. The huge crowd and the excitement of the crowd implies that many people approved of the Premiers’ marriage. The writer also uses the term “whooping USD 15 000” to describe Locardia’s maintenance claim. All this is meant to present Locardia as an unreasonable and greedy woman who wants such a huge amount.

Malkmkjaer (1991) opines that people speak from an ideological point of view. This has been highlighted by the words used by writers to describe Locardia and Tsvangirai’s scandal. The writers make use of words that are loaded with meaning. This shows that language is not a transparent means of communication, but that carries a power that reflects the interests of those who speak or write (Fiske, 1994). Bourdieu (1977) avers that language is not merely a tool for communication, but of power. The one in control has the choice of language and determines how reporters should phrase their stories.

The terms used to describe Locardia in the *Daily News* reflect that she is a woman of means, a business minded woman. The writer refers to her as a “business woman” and “a property broker”. This shows that she is not helpless as *The Herald* is making the readers believe; she is a well to do woman.

It is not surprising that the two newspapers described the Premier’s marriage saga differently as they have two different ideologies. These newspapers operate within an environment where

there are two polarised political parties in the country, Zanu PF and MDC. Zanu PF is the leading political party in Zimbabwe and is led by President Robert Mugabe. *The Herald* is also believed to be a state owned paper (Munyuki, 2005). The fact that *The Herald* is a state-owned paper makes it, by default, more inclined to report positively about the ruling party and negatively about the opposition, the MDC party. Boyd (2014) contends that the owner of the newspaper controls the content, its political and editorial perspective. Boylan (1991) argues that information usually turns out to be the peculiar property of those in power and their attendant experts and publicists. The MDC party led by Morgan Tsvangirai was established soon after the birth of the *Daily News* newspaper (Moyo, 2005), and is it believed to be in support of the MDC opposition party as it fearlessly criticises the government (Mukundu & Ngwenya, 2011). Thus, *The Herald's* choice of words is aimed at cutting Tsvangirai down and portraying him as a liar, a man who is abusive to women, a man who thinks about sex and not about governance. Thus, *The Herald's* representation of the Premier's marital saga was framed in such a way that it to emphasised his faults.

To some extent, the writer of the *Daily News* was sensational in the article entitled "Court halts Tsvangirai's marriage" through using words like "soap opera", "drama" and "enthralled" to describe the Premier's marriage problem. These words reflect the sensational nature of the story. It is surprising that the two newspapers with different ideologies portrayed the Premier in the same light on that story. The similarity is that the reporters were just critical of the Premier's actions as he is not expected to behave in the manner in which he had done.

Kuo and Nakamura (2005) argue that ideological differences in newspapers are linguistically embedded and that language is a medium to convert interpretation in supposedly neutral reporting. Instead of accepting the news discourse as "neutral", readers should approach it critically to uncover the concealed ideology infused or embedded in language.

5.2.4 RHETORICAL QUESTIONS

Banuazizi (1999) defines rhetorical questions as questions that seek information nor /provoke an answer. They are questions that are asked without an anticipation of an answer but readers answer, the questions themselves (Francis, 2010). *The Herald* extensively used rhetorical

questions. The paper used them as a way of planting a seed in the minds of the readers, as if to say, think about these issues. For example, the rhetorical questions used in *The Herald* newspaper highlight the writer's attitude towards the Premier, which is that the Premier is not serving the country but has ulterior motives which are self-serving. The writer further uses rhetorical questions within the story to direct the reader's thoughts in a particular direction. Through these questions, the writer attempts to provoke the readers to question Tsvangirai's suitability as a leader as he is failing to contain his marital issues. The writer poses questions such as:

Can a man who cannot hold the sanctity of promises made to loved ones, who shares his bed be trusted with honouring the promises he makes to strangers whose names and faces he doesn't even know or recognize?.

The questions are not neutral; they are all aimed at building a picture in the mind of the readers of a man who is immoral and who is unfit to lead. They provoke readers to question Tsvangirai's credibility, and they portray him as a man who cannot keep his word. If he cannot keep his word, how can a country count on him? These questions further give an impression that he is not reliable as he does not respect the purity of his relationship with women. If he cannot be honest in his relationships, then he cannot be expected to be honest to the people that he is supposed to lead.

Be that as it may, the *Daily News* newspaper did not use rhetorical questions but was more objective. The reporter aimed at telling the story as it is without giving his/her opinion. In reporting Tsvangirai's marriage saga, the *Daily News* displayed good journalism. It is not surprising that the two newspapers have differences as they have different ideological stances.

5.2.5 CODE SWITCHING

Crystal (1987) describes code switching as alternating between languages during speech. He states that it happens when a person who is bilingual alternates between two languages during speech with another bilingual person. Coffey (2008) also defines code switching as the practice of moving between variations of languages in different contexts. Code switching was mainly used by the *Daily News* newspaper. The writer made use of code switching to quote Tsvangirai's speech. Thompson (2013) suggests that people code switch so as to bring out a

thought as it is best expressed in the alternated language and also they code switch so as to fit in with the crowd they are with at that moment. Canagarajah (1995) observes that teachers code switch as a way of clarifying their points so that pupils understand what they are trying to say. Chamisa uses the term “*nyungururwi*” (a rare find) to describe Elizabeth Macheka as he introduced her to the guests. The expression “nyungururwi” gives the impression that Elizabeth is different from the other women that the Premier had been involved with and there was something special about her hence the word “rare”. Using the word “nyungururwi” and not the shona version “rare find” expresses the thought in a more effective way and won Tsvangirai the crowd’s full approval. The writer states that the crowds shouted “*nyungururwi*” as Elizabeth stood to join the Premier, and the repetition of that term shows that the crowds were also approving that she is a rare find. As Tsvangirai stood to address his guest, the crowds shouted his totem “*save, save, save*” to praise him and show approval of what he was doing. In Shona tradition, peoples totems are used to praise them and make them feel special (Mashiri, 1999) Elizabeth also spoke in Shona when she greeted the crowd saying “*Makadini henyu mose*, (how are you all?)” as a way of showing that she associates with them.

Tsvangirai used code switching as a large number of his guests were shona speakers and this brought him down to their level showing that he is one of them. In a way, he was relating to the crowd so as to get their approval. Through code switching the Premier and his wife are presented as belonging to the people.

5.2.6 VISUALS

The researcher did not get articles with images from the *Daily News* as she retrieved their articles on their website but some of *The Herald’s* articles had visuals accompanying the story. Ehidiamen (2010) states that a photojournalist is a reporter who reports using a camera and disseminates news events through images. He views photojournalists as people who communicate their feelings about society through images. This highlights the significance of images in storytelling. She avers that the use of visuals creates a chance for a story to be read by readers as images attract the reader’s attention, and they also serve the purpose of breaking monotony of news content.

Carter (2000) defines an image as a representation of a certain moment in time aimed at telling a story. In their bid to vilify, ridicule and mock the Premier, the writers of *The Herald* newspaper chose images that were aimed at conveying a particular meaning. For example, images of the Premier's wedding were used to ridicule him and his wife. Pictures of Elizabeth wearing a white wedding gown serve the purpose of making her appear ridiculous since there was no wedding. Locardia had stopped the wedding through the courts resulting in Tsvangirai settling for a traditional wedding since the judge denied him a wedding certificate. This is also shown through the attire that the couple was wearing, a suite and a white gown which is normally used by those having a "real" white wedding instead of wearing something that did not resemble a white wedding as their wedding was a traditional ceremony.

Another image was used as evidence to show that the Premier really had a relationship with the South African woman Miss Nosipho Shilubane; the picture showed the two of them side by side in boat cruise. Ehidiamen (2010) observes that pictures improve the credibility of the stories, since they portray reality and provide evidence to show authenticity of a story. She further suggests that pictures speak more than a thousand words that cannot be put on paper, so no formal education is needed to understand an image. This reflects that images are, therefore, able to break through literacy barrier to effectively communicate a message. This also shows that images serve as representation. Hall (1997) defines representation as a way in which meaning is somehow given to the things which are depicted through images or anything on the screen or words in a book which stand for what is under discussion. The images accompanying *The Herald* stories were aimed at creating a certain image in the minds of the readers thus, the images are used to depict him as liar, a mentally unbalanced men who abuses women. They portray him as ridiculous and unreliable.

Images of the Bishop and pastor were also used to highlight their credibility and magnify the Premier's lies. Lastly, the images from of Locardia in *The Herald* portray her as a woman who is grieving, unhappy and maligned. The images frame her represent her as a woman who is being unfairly treated by a powerful man.

5.3 CONCLUSION

This chapter revealed that the ideology of each newspaper is linguistically rooted. Language played a major role in the framing and representation of both Locardia and Tsvangirai. Both papers used similar sources of information but writers chose different angles in their presentation. Headlines played a major role in depicting the Premier's marriage saga. *The Herald* took advantage of the scandal to further its own political interests. Instead of telling the story, *The Herald* focused more on assassinating Tsvangirai's character. The *Daily News* was, however, focused more on the events than the Premier's character. The following chapter concludes and makes recommendations of the study.

CHAPTER SIX

CONCLUSIONS AND RECOMMENDATIONS

6.1 INTRODUCTION

In this chapter, the researcher draws conclusions based on the results of the study and then makes recommendations for further study. The aim of the study was to examine how the language used by *The Herald* and the *Daily News* in reporting the former Prime Minister Morgan Tsvangirai's marriage saga was presented. To achieve the aim of the study, the researcher divided the aim into research questions (see Chapter one). The study is qualitative in nature and it focused on selected articles from two Zimbabwean newspapers, *The Herald* and *Daily News*.

The study used CDA and semiotics to analyse language of written and visual texts used in the selected articles. The use of both methods enabled the writer to obtain a deeper understanding of the meanings intended by the newspapers or reporters. Six themes emerged namely naming, quotations, diction, rhetorical questions, code switching and visuals during the analysis and these were used to organise the discussion. The findings of the study were discussed within the framework of the literature review as well as the theoretical framework which comprised of two theories namely Representation and Framing theories. The following section gives a brief overview of the findings.

6.2 OVERVIEW OF THE FINDINGS

From *The Herald* newspaper, the researcher found that the newspaper was biased and used emotive language to vilify the Premier. The use of naming, visuals, quotations and rhetoric questions by *The Herald* depicted Tsvangirai as a liar, security risk and a man unfit for his position. The choice of words used by *The Herald* were aimed at building up a picture of a reckless man who cannot be relied upon. The *Daily News* newspaper, however, used language in a much more neutral and objective manner. The paper focused more on the events that transpired than *The Herald* which focused more on the character of the Premier. *The Herald's* headlines captured the reader's emotions, but failed to direct the readers to the story as the headlines did not match the stories. *The Herald* Headlines were an interpretation of the writer's feelings of the events aimed at portraying the Premier as a bad person, while the *Daily News* headlines tended to match the story.

The Herald only consulted sources whom they believed would further their agenda of vilifying the Premier or portray a negative picture of Tsvangirai. In most of *The Herald* stories, Locardia is quoted extensively such that the readers are made to get the story from her perspective whereas the Premier is not given the right of reply, giving the impression that *The Herald* reporter is they did not want the public to hear the other side of the story which could counter their agenda. Locardia and those who supported her were quoted directly so as to give credibility to her story. The *Daily News*, however, tried to balance the views of both parties by giving quotations from either side, giving all parties concerned a chance to air their views. The *Daily News* did not interpret the events; they left the readers to make up their minds about the issues, whereas *The Herald* reporters, through their choice of words, made it clear that they were on the side of Locardia and not the Premier.

One of the major findings is in the manner that *The Herald* presented the marriage saga. *The Herald* reporters were biased and used language to misrepresent the Premier to their readers as someone who cannot be trusted and as a woman abuser. Yet, the *Daily News*' main objective and focus was on the facts of the story except in one story which was an editorial. The editorial gave the impression that Locardia is not reasonable and greedy. Such a depiction is to be expected as the writer was giving his/her thoughts. This view is also in line with the paper's editorial stance which opposes that of *The Herald*. Thus, also confirms the polarised environment prevailing in Zimbabwe. Overall, the *Daily News* reportage of the marriage saga was, to a greater extent, objective, while *The Herald* stories were all aimed at humiliating and belittling the Premier.

In the next section, conclusions, based on the findings of the study are discussed. These conclusions are in a form of themes drawn from the research questions and presented in the order in which they are stated in chapter 1.

6.3 CONCLUSIONS

6.3.1 THE LANGUAGE USED IN THE HEADLINES OF THE ARTICLES

The researcher concludes that *The Herald* headlines were framed in such a way that Tsvangirai would be perceived by the reading public as an unreliable man, an abuser of women and a man not suited for his position. The reporter chose specific words and arrangement of words in the headlines all deliberately aimed at framing the Premier in a negative manner, while Locardia is depicted as an unfortunate woman who has been abused and treated unfairly by the “cruel” man. The frame chosen by *The Herald* results in Locardia being represented in a sympathetic manner. *The Herald* uses headlines to destroy the character of the Premier, especially considering that the people do not even get to read the story but headlines. The headlines do not match the contents of the story. Headlines are such a powerful tool that makes people have the urge to read a story. *The Herald* headlines tell a different story from the actual story and a person who only reads headlines would not even know what the stories were about.

The researcher, however, concludes that the *Daily News* headlines were more objective and focused more on the event than the character of the person. In the *Daily News*, headlines were not used to create a biased impression of the Premier like in *The Herald*. Rather headlines were used to tell the story, intended to give the readers facts about the event.

6.3.2 SOURCES USED IN THE REPORTS

The researcher concluded that the newspapers used their sources differently to push different agendas. *The Herald* used sources that support their claim that the Premier is not suitable to be a leader. They framed their stories in such a way that they excluded the views of those who would stand in the way of their agenda. For example, Locardia is quoted directly in *The Herald's* reports to give credibility to her claims, while Tsvangirai's voice is excluded in the reports. The researcher, however, concludes that the *Daily News* newspaper gave all involved parties a right of reply to all claims that were made on them. Choice of sources is used by both papers to frame their stories in such a way that the events are represented in a manner which it suits their agendas.

6.3.3 SIMILARITIES AND/OR DIFFERENCES IN THE ARTICLES

The researcher concludes that the marriage saga is presented differently in the two selected newspapers. *The Herald's* representation of the marriage conflict is biased and borders on lack of professionalism. It lacks balance of voices in the story because it does not give all sources involved a voice to respond to the claims made against them. The choice of diction used by *The Herald* is emotive and reveals the opinions of the reporters and this violates journalistic principles which require journalists not to take sides. *Daily News* reports, however, except the editorial one were more balanced and focused more on the story than on the character of the Premier. *The Herald* tends to focus more on the character and effectively embarks on character assassination of the Premier and in the process the reader is short changed and is not given the full story of what happened.

6.3.4 THE IDEOLOGICAL STANCE OF THE TWO NEWSPAPERS

The researcher concluded that the two newspapers are driven by two different ideologies, thus confirming claims by other scholars that the Zimbabwean media landscape is polarised, the state owned media one side private owned newspapers on the other. *The Herald* newspaper is a state owned paper and is thus more inclined in support the ruling party, Zanu PF, and to oppose all opposition to the Zanu PF government. The *Daily News* newspaper is privately owned and is perceived by many in government as it supporting the opposition. Findings of this study show that the *Daily News* is more objective and balanced in its conventional news reports as compared to *The Herald* which obviously supports the government. Thus, *the Herald* glaringly supports the ruling government, whereas the *Daily News* stories are more factual and use less emotion in their language. The *Daily News* does not support the ruling party and is more inclined to support Tsvangirai as evidenced by their editorial story. However, it is also critical of him in that story. In the next section, recommendations of the study are made based on the conclusions.

6.4 RECOMMENDATIONS

- Even though the *Daily News* reports seemed to be balanced and neutral, it would not harm any media organization in the country to send their reporters for refresher courses

where they will be taught how to write conventional news reports, editorials and feature stories, to name a few.

- This study focused more on the language used in the reporting of a particular event in two of Zimbabwe's newspapers. The findings of the study whilst viable cannot be generalised to other newspapers in the country. There is therefore room to expand the study to other newspapers in the country to see whether the picture that emerged in the study is the norm in Zimbabwean media.
- The researcher recommends that print media should by all means tell the story as it is to avoid sensationalising stories.
- The researcher also recommends that readers should be critical when reading newspapers and watchful of language manipulation by journalists.

6.5 OVERALL CONCLUSION OF THE STUDY

Language is used by newspapers to promote their agenda and their world view. *The Herald* and the *Daily News*, which were examined in this study revealed that state and private media organisations have different agendas and, therefore, use language in their reports to push these agendas. *The Herald* which is a state newspaper tended to push the boundaries of good journalism practices by violating principles of journalism such as objectivity, neutrality and giving everyone a voice to respond to the claims made against them, while the *Daily News* newspaper was objective and balanced in their presentation of the Premier's marriage saga except one editorial.

REFERENCES

- Acosta, A., 2012. *Representation meaning and language*. [Online] Available at: <http://ohmissacosta.com/blog/representation-meaning-and-language/> [Accessed 15 12 2016].
- Adams, R., Jone, A., Lefmann, S. & Sheppard, L., 2014. *Utilising a collective case study system theory mixed method approach: A rural example*. [Online] Available at: <https://bmcmedresmethodol.biomedcentral.com/articles/10.1186/1471-2288-14-94> [Accessed 04 12 2016].
- Akin, S., 2005. *Tracer model identification using artificial neural networks*. [Online] Available at: <http://onlinelibrary.wiley.com/doi/10.1029/2004WR003838/full> [Accessed 22 03 2017].
- Alimadi, M., 2002. *The hearts of darkness: How Whites Created the Racist Image*. New York: Black Star.
- Althusser, 1970. *Lenin and Philosophy and Other Essays. Ideology and Ideological State Apparatuses (Notes towards an investigation)*. [Online] Available at: <https://www.marxists.org/reference/archive/althusser/1970/ideology.htm> [Accessed 04 12 2016].
- Althusser, J. H., 1995. *Agents of Power: The Media and Public Policy*. USA: Longman Publishers .
- Althusser, L., 1969. *For Marx*. London: Penguin.
- Althusser, L., 1976. *Essays in Self-Criticism*. London: Sage Publications.
- Amin, N., 2011. *An Analysis of Newspaper Representations of the Whitechapel Murders of 1888 and the Role the Media Played in the Infamy of Jack the Ripper*. [Online] Available at: <https://nathenamin.com> [Accessed 09 11 2016].
- Andrews, T., 2012. *What is Social Constructionism*. [Online] Available at: <http://groundedtheoryreview.com/2012/06/01/what-is-social-constructionism/> [Accessed 24 02 2017].
- Anon., 2017. *The punctuation guide*. [Online] Available at: <http://www.thepunctuationguide.com/quotation-marks.html>. [Accessed 06 01 2017].
- Babbie, E. R. & Mouton, J., 2001. *The practice of social research*. 8 ed. Uk: Oxford University Press.
- Banuazizi, A. & Creswell, C., 1999. *Is that a real question? Final rises, final falls and discourse function in yes-no question intonation*. [Online] Available at: www.sfu.ca/~hedberg/Banuazizi_questions.pdf%20.pdf [Accessed 14 07 2016].

- Baran, S. J. & Davis, D. K., 2009. *Mass Communication theory: Foundations ferment and future*. 5 ed. Boston: Wadsworth Cengage Learning.
- Bell, 1998. *Approaches to Media Discourse*. s.l.:Wiley-Blackwel.
- Bell, A., 1991. *The Language of News Media*. Oxford : Blackwell.
- Bhatia, V. K., 1993. *Analysing Genre: Language use in Professional Settings*. London: Longma Publishers.
- Bignell, J., 1997. *Media Semiotics: An Introduction*. Manchester: Manchester Press.
- Bourdieu, P., 1977. *Outline of a Theory of Practice*. USA: Cambridge University Press.
- Boylan, J., 1991. Where have all the people gone?. *Ebscohost, Columbia Journalism Review*, 30(1), p. 33.
- Brown , G. & Yule, G., 1983. *Teaching the spoken language*. Cambridge: Cambridge University Press.
- Buja, E., 2010. *The Discourse analysis of a newspaper article*. Philologica: Acta Universitatis Sapientiae.
- Canagarajah, A. S., 1995. Functions of codeswitching in ESL classrooms: Socialising bilingualism in Jaffna. *Journal of Multilingual and Multicultural Development*, 16(3), pp. 173-195.
- Carter, P., 2000. *A Semiotic Analysis of Newspaper Front-Page Photographs*. [Online] Available at: www.cknjoiee.uw.edu.pl/pliki/ff44242a0fb9da50b10e5730678fb2df.pdf [Accessed 01 01 2017].
- Chavunduka, M. G., 2002. *The Right To Tell: The Role Of Mass Media In Economic Development*. Washington DC: World Bank Publications.
- Cho, J. & Trent, A., 2006. Validity in qualitative research revisited.. *Qualitative Reasearch Journal*, 6(3), pp. 319-340.
- Classen, S., 2011. *Definition of Emotive*. [Online] Available at: www.mrs-claassen.co.za/1852/154222.html [Accessed 12 02 2017].
- Coffey, H., 2008. *Code-switching*. [Online] Available at: www.learnnc.org/lp/pages/4558 [Accessed 14 02 2017].
- Cole, M., 2011. From “Animal Machines” to “Happy Meat”? Foucault’s Ideas of Disciplinary and Pastoral Power Applied to ‘Animal-Centred’ Welfare Discourse. *Special Issue Minding Animals*, 10(1), pp. 83-101.
- Corson , D., 1995. *Discourse and Power in Education Organisation*. Cresskill: Hampton Pr.
- Coulthard, C. R., 1994. *On reporting: The representation of speech in factual and functional narratives*. London : Routeldge.

Croteau, D., 2002. *Media Society: Industries, images and audiences*. California: Pine Forge Press.

Crystal, D., 1987. *The Cambridge Encyclopedia of Language*. Cambridge : Cambridge University Press.

Culler, J., 1976. *Saussure*. London: Fontana.

Curtain, B., 2017. *Semiotics and Visual Representation, International Program in Design and Architecture*. [Online]
Available at: www.arch.chula.ac.th/journal/files/article/lJjpgMx2iiSun103202.pdf
[Accessed 01 01 2017].

David, B. & Resnik, J. D., 2015. *What is ethics in news? Why is it important?*. [Online]
Available at: <https://www.niehs.nih.gov/research/resources/bioethics/whatis/>
[Accessed 12 10 2016].

David, C. & Davy, D., 1969. *Investigating English Style*. London: Longman.

De Saussure, F., 1966. *Course in general linguistics*. New York: McGraw-Hill.

Dino, F., 2011. *"Modules on Marx: On Ideology". Introductory Guide to Critical Theory*. [Online]
Available at: <https://www.cla.purdue.edu/english/theory/marxism/modules/marxideology.html>
[Accessed 02 01 2017].

Dodge, I. et al., 2012. Detecting Visual Text. *Bibliometrics*, pp. 762-772.

Dombo, P., 1999. *Editorial Comment [Interview]* (31 March 1999).

Du Plooy, G. H., 2001. *Communication Research: Techniques Methods and Applications*. Lausdown: Juta and Company Ltd.

Du Plooy, G. H., 2001. *Communication research: Techniques methods and applications*. Lausdown: Juta and company Ltd.

Dube, Y. A., 2013. *An assessment of yellow journalism and the construction of headlines in reporting on Zimbabwean Prime Minister Morgan Tsvangirai's 'love triangle' in Zimbabwean newspapers- The Chronicle and NewsDay*. Zimbabwe Midlands State University: Unpublished.

Dukerick, J. M. & Carter, S. M., 2000. *Distorted images and reputation repair*. New York: Oxford University Press.

Eco, U., 1976. *A Theory of Semiotics*. Bloomington: Indiana University Press.

Ehidiamen, J., 2010. *USAGE OF NEWS PICTURES IN NEWSPAPER: "A CONTENT ANALYSIS OF FRONT-PAGE PHOTOGRAPHS IN THE GUARDIAN AND THE PUNCH NEWSPAPER."* [Online]
Available at: <http://basicresearchwithjenlee.blogspot.co.za/2010/12/usage-of-news-pictures-in-newspaper.html>
[Accessed 23 09 2016].

Entman, R. M., 1993. Framing: Toward Clarification of a Fractured Paradigm. *Journal of Communication*, 43(4), pp. 51-58.

- Etikan, I., Alkassim, R. & Abubakar, S., 2016. Comparison of Snowball Sampling and Sequential Sampling Technique. *Biometrics & Biostatistics International Journal*, 3(1).
- Evans , M., 2013. "The author and the princess". *An example of critical discourse analysis*. [Online]
Available at: <http://www.languageinconflict.org/a-z-articles/90-frontpage/145-the-author-and-the-princess-an-example-of-critical-discourse-analysis.html>
[Accessed 02 12 2016].
- Fairclough, N., 1995a. *Critical Discourse Analysis: The Critical Study of Language*. London : Longman.
- Fairclough, N., 1995. *Media discourse*. New York: Oxford University Press.
- Fairclough, N., 2012. Critical Discourse Analysis. *International Scientific Researchers (ISR)*, Volume 7.
- Fairclough, N. & Wodak, R., 1997. "Critical Discourse Analysis". London: Sage Publications.
- Fairhurst, G. & Sarr, R., 1996. *The Art of Framing*. Francisco: Jessey-Bass.
- Farclough, N., 1989. *Language and Power*. Harlow: Longman.
- Farook, U., 2013. *Definitions and types of Non-probability sampling*. [Online]
Available at: <http://www.studylecturenates.com/social-research-methodology/definition-types-of-non-probability-sampling>
[Accessed 25 08 2016].
- Farrokhi, F. & Nazem, S., 2015. The Rhetoric of Newspaper Editorials. *International Journal on Studies in English Language and Literature (IJSELL)*, 3(2), pp. 155-161.
- Fiske, J., 2004. *Media matters: Everyday Culture and Political Change*. Minneapolis: University of Minnesota.
- Foucault , M., 1972. *The Archaeology of Knowledge*. London: Tanstock.
- Foucault, M., 1980. *Power/ Knowledge*. Brighton: Harvester.
- Fourie, P., 2008. *Media Studies: Policy Management and Media Representation*. s.l.:Juta and Company.
- Fowler, R., 1991. *Language in news, Discourse and Ideology in the press*. London: Routledge.
- Francis, 2., 2010. *Rhetorical questions in persuasive essays*. [Online]
Available at: <http://hgpublishing.com/blog/rhetorical-questions-in-persuasive-essays/>
[Accessed 03 01 2017].
- Fry, H., Ketteridge, S. & Marshall, S., 1999. *A Handbook for Teaching and Learning in Higher Education: Enhancing Academic Practice*. 3 ed. New York: Routledge.
- Gal, S., 1991. Between Speech and Silence: The Problematics of Research on Language and Gender. In: M. D. Leonardo, ed. *Gender at the crossroads of knowledge: feminist anthropology in the postmodern era*. Berkeley: University of California Press, pp. 175-203.

Gerathy, C., 1996. *Representation and popular culture In Mass Media and Society*. London: Arnold.

Ghannam, N., 2011. Newspaper ideology: a critical discourse analysis of an event published in six Lebanese newspapers.

Gibbs , G. R. & Taylor, C., 2005. *How and what to code*. In online QDA.. [Online] Available at: onlineqda.hud.ac.uk/Intro_QDA/how_what_to_code.php [Accessed 14 09 2016].

Glaser, J. & Laudel , G., 2013. Life With and Without Coding: Two Methods for Early-Stage Data Analysis in Qualitative Research Aiming at Causal Explanations. *Open Journal Systems*, 14(2).

Goffman, E., 1974. *Frame Analysis: An Essay on the Organisation Experience*. Boston: North Eastern University Press.

Goldstein, E. B., 2008. *Cognitive Psychology: Connecting Mind, Research and Everyday Experience*. 2 ed. London: Sage Publications.

Goumovaskga, G., 2007. *The use of language in newspapers*. [Online] Available at: <http://eng.1september.ru/article.php?ID=200701209> [Accessed 16 11 2016].

Greer, G. E., 2008. *Introducing Journalism and Media Studies*. 1 ed. Cape Town: Juta and Company .

Hall, S., 1997. *Representations: Cultural Representations and Signifying Practices*. London : Sage Publications.

Henning, J., 2016. *Blog reflections on survey research best practices and the evolving market*. [Online] Available at: [Jeffrey Henning's Blog 12%20Types%20of%20Non-Probability%20Sampling.html](http://jeffreyhenning.com/2016/04/12/blog-reflections-on-survey-research-best-practices-and-the-evolving-market/) Retrieved 04/12/16. [Accessed 22 01 2017].

Hub, L., 2015. *Types of Marriage: The infamous potentially polygamous marriage*. [Online] Available at: <http://thezimbabwean.co/2015/09/types-of-marriage-the-infamous-potentially-polygamous-marriage/>. [Accessed 26 11 2016].

Hutcheon, L., 1991. *Discourse Power Ideology: Humanisim Postmodernism*. [Online] Available at: <https://tspace.library.utoronto.ca/handle/1807/4354> [Accessed 12 12 2016].

IMPI, 2014. *Report of the official inquiry into the state of information and media industry in Zimbabwe*, Harare: Printflow.

Jagiela, J. & Gebu's, D., 2015. Whats in a name? Name giving identity and script formation. *Sage*, 45(3), pp. 217-227.

Jalbert, P. L., 1983. *Some constructs for analysing news*. Great Britain: Basil Blackwell.

Janks, H., 1977. Critical discourse analysis as a research tool. *Discourse: studies in the cultural politics of education*, 18(3), pp. 329-342.

Johnstone, B., 2008. Discourse analysis. 12(1).

Khalil, N. E., 2000. *Grounding in English and Arabic News Discourse*. University of Nijmegen: John Benjamins Publishing Company.

Klems , B., 2013. *The writers blog. How to writer better using humour*. [Online] Available at: <http://www.writersdigest.com/online-editor/how-to-mix-humor-into-your-writing> [Accessed 25 01 2017].

Kothari, C. R., 2004. *Research Methodology Methods and Techniques*. Delhi: New age international publishers.

Kress, G. & Hodge, R., 1979. *Language as Ideology*. London: Routledge .

Kress, G. & Hodge, R., 1983. *Linguistic and Ideological Transformation in the news reporting*. Great Britain: Blackwell.

Kuo, H. S. & Namakura, M., 2005. Translation or Transformation? A case study of language and Ideology in the Taiwanese press. *Discourse and society*,. *Sage Publication*, 16(3), pp. 393-417.

Kuo, S., 2003. Language as Ideology Analyzing Quotations in Taiwanese News Discourse. *Asian Pacific Communication*, 17(2), pp. 281-301 .

Lancer, J. D., 2016. *Power Control and Codependency*. [Online] Available at: <https://psychcentral.com/lib/power-control-codependency/> [Accessed 22 02 2017].

Literary devices, 2010. *Diction*. [Online] Available at: literary-devices.com/content/diction [Accessed 11 02 2017].

Mabika, M., 2014. *Radio Broadcasting Policy and Local Language Revitalisation In Zin Zimbabwe PhD Thesis*. South Africa: University of Fort Hare.

Malmkjaer, K., 1991. *The Linguistic Encyclopedia*. London: Routledge.

Mamdani, M., 2009. *Saviors and Survivors: Dar Politics and the War on Terror*. London: Verso.

Manghani, S., Piper, A. & Simons, J., 2006. *Introduction: Semiotic*. London : Sage Publications.

Manjulakshi, L., 2003. *Language in India Strength for Today and Bright Hope for Tomorrow*. India: University of Mysore.

Mardh, I., 1980. *Headlines: On the grammar of English. Front page headlines*. Gotab: Malmo.

Mashiri , P., 1999. Terms of address in Shona: A Sociolinguistic Approach. *Department of African languages and literature*.

Matthews , P. H., 2005. *Oxford concise dictionary of linguistics*. New York: Oxford .

Mazango, E., 2005. Media games and shifting of spaces for political communication in Zimbabwe. *Westminster papers in communication*, Issue 2, pp. 33-35.

McGregor, L. T., 2003. Critical Discourse Analysis-A Primer. *Kappa Omicron Nu Forum*, 15(1).

Mcquail , D., 1994. *Mass Communication Theory: An Introduction*. 2 ed. London: Thousand Oaks .

Media Awareness Network , 2008. *Hard News vs Soft News*. [Online] Available at: <https://collegejournalism.wordpress.com/2008/07/15/hard-news-vs-soft-news/> [Accessed 17 01 2017].

Mills-Brown, L., 2014. *Soft News: Journalism Encyclopedia*. [Online] Available at: <https://global.britannica.com/> [Accessed 22 01 2017].

Ministry of Education , 2004. *Close viewing or listening: Reading visual text*. [Online] Available at: <http://www.studyit.org.nz/subjects/english/english1/11/subjectcontent/Reading%20visual%20text/> [Accessed 02 10 2016].

Mio, H., 2010. *An Analysis of Framing in British News Media Representation of China and the Chinese City*. Loughbourg University : s.n.

Mlotshwa, K., 2013. Tense Zimbabwe elections threaten media freedom.

Moore , A., 2003. *Language and power*. Bristol: Zigzag Education and Computing Center Publications .

Moriarty , S., 2005. Visual semiotic theory. In: *Handbook of Visual Communication: Theory Methods and Media* . New Jersey: Lawrence Erlbaum Associates Publishers , pp. 227-241.

Moyo, D., 2005. The 'independent' press and the fight for democracy in Zimbabwe: A critical analysis of the banned Daily News. *Westminster Papers in Communication and Culture*, Issue Special Issue, pp. 109-128.

Mugwagwa, H., 2012. *Gutter and yellow press: The scourge of Zimbabwe*. [Online] Available at: <http://www.davidcoltart.com/2012/03/gutter-and-yellow-press-the-scourge-of-zimbabwean-journalism%E2%80%8F/> [Accessed 06 11 2016].

Mukasa , S. D., 2003. Press and Politics in Zimbabwe. *African studies*, Volume 7.

Mukundu , R. & Ngwenya, N., 2011. So near, yet so far: The tragedy of media reforms since the GPA Zimbabwe at the Crossroads. *Open Society Initiative for Southern Africa (OSISA)*, Volume 1.

Munyuki , G. & MIISA, 2005. *"Media Ownership in Zimbabwe" International Conference On Media Support Strategies for Zimbabwe*. Zimbabwe, The Zimbabwe all Media and Products Survey (ZAMPS).

Myung-Jin , P. C., 2000. *The media and the state in Zimbabwe: Dewesternising Media Studies*. London: Routledge.

Nyaira, S., 2007. *How Times Have Changed*. s.l.:Daily News. In exile.

O'Sullivan, T. et al., 2004. *Key Concepts in Communication and Cultural Studies*. 2 ed. London: Routledge.

Pajunen, J., 2008. *Linguistic Analysis of newspaper discourse in theory and practice, English*. Finland: University of Tampere.

Pape, S. & Featherstone, S., 2005. *Linguistic Analysis*. London: Sage Publications.

Patton, M. Q., 2001. *Qualitative Evaluation and Research Methods*. 3 ed. Newbury Park : Sage Publications.

Petress, K., 1997. *Critical Thinking: An extended definition*. [Online] Available at: http://www.findarticles.com/p/articles/mi_qa3673/is_200404/ai_n9345203 [Accessed 22 02 2017].

Petterson, T. E., 2000. *Doing Well and Doing Good: How Soft News and Critical Journalism are Shrinking the News Audience and Weakening Democracy - and what News Outlets Can Do about it*. USA: Joan Shorenstein Center on the Press, Politics and Public Policy, John F. Kennedy School of Government, Harvard University,.

Prokopova, T., 2008. *Language of Tabloid Top Stories: Discourse Analysis*. Czech Republic: University of Masaryk.

Pruitt, D. & Olczak, P., 1995. *"Beyond hope: Approaches to resolving seemingly intractable conflict*. San Francisco : Jossey-Bass Publishers .

Rawsthorne, P., 2008. *Case study research*. [Online] Available at: <http://www.rawsthorne.org/bit/medit/ed6610/docs/PeterRawsthorne.CaseStudyReseach.pdf> [Accessed 04 12 2016].

Rayner, K. et al., 2001. *How psychological science informs: The teaching of reading*. [Online] Available at: <https://pdfs.semanticscholar.org/2232/b3d3ca32d6e1d3beacd3654efede34551454.pdf> [Accessed 11 08 2016].

Reah, D., 1998. *The Language of Newspapers*. London: Routledge.

Rejai, M., 1991. *Political ideologies: A comparative approach*. New York: Sharpe.

Richardson, J. E., 2007. *Analysing newspapers: An approach from critical discourse analysis*. New York: Palgrave Macmillan.

Richardson, J. E., 2007. *Analyzing Newspapers: An Approach from Critical Discourse Analysis*. New York: Macmillan.

Ricoeur, P., 1971. *What is a text ? Eplanation and interpratation*. [Online] Available at: https://link.springer.com/chapter/10.1007%2F978-94-011-9327-6_7#page-1 [Accessed 11 07 2016].

Rock, P., 1981. News as eternal recurrence. In: S. Cohen & J. Young, eds. *The manufacture of news: Social problems deviance and the mass media*. London: Constable.

Rossington, P., 2012. *Newspaper wksheets:Analysing a newspaper story*. [Online] Available at: <https://www.slideshare.net/Paul-Rossington/newspaper-wksheets-analysing-a-newspaper-story> [Accessed 22 08 2016].

Ruhanya, P., 2010. *Zimbabwe: GNU birthday consolidation democratic change culture*. [Online] Available at: <http://allafrica.com/stories/2011002120816htm> [Accessed 24 10 2016].

Russell, J. E., 2014. *Career coach: The power of using a name*. [Online] Available at: https://www.washingtonpost.com/business/capitalbusiness/career-coach-the-power-of-using-a-name/2014/01/10/8ca03da0-787e-11e3-8963-b4b654bcc9b2_story.html?utm_term=.1e37460b4bdd [Accessed 13 02 2017].

Sabao, C., 2013. *The reporte voice and objectivity in cross-linguistic reporting of controversial news in Zimbabwean newspapers: An appraisal approach*. South Africa: Unpublished Stellenbosch University.

Scheufele, D. A., 1999. Framing as a theory of media effects. *Journal of Communication*, 49(1), pp. 103-122.

Scheufele, D. A. & David, T., 2007. *Framing Agenda Setting and Priming: The Evolution of Three Media Effects Models*. USA: University of Wasconsin-Madison.

Schneider, F., 2012. *Getting the hang of discourse theory politics*. [Online] Available at: <http://www.politicseastasia.com/studying/getting-the-hang-of-discourse-theory/> [Accessed 19 05 2016].

Scott, C. & Brown, S., 2001. *Spelling and the speech-language pathologist: There's more than meets the eye. Seminars in speech and language*. [Online] Available at: <http://www.ncbi.nlm.nih.gov/pubmed/11505309>. [Accessed 12 10 215].

Sekelene, N. K., 2014. *Four-Four Masihlalisane- Newspaper representation of South African minibus taxi industry in relation to the Bus Rapid Transit (BRT) system*. South Africa: Witwatersrand.

Sounders, R., 1991. *Information in the interregnum: The Press State and Civil Society in Struggles for Hegemony Zimbabwe 1980-90*. Ottawa : Unpublished Carleton University.

Stake , R. E., 2003. Case studies. In: 2, ed. *Strategies of qualitative inquiry*. London: Sage Publication, pp. 134-164.

Summers , D., 1996. *Representation in critical terms for art History*. Chicago: Chicago Press.

Taiwo, R., 2004. *Information Revolution in the Global Age and its Effects on Language Maintenance and Shift in Nigeria*. Nigeria: Obafemi Awolowo University.

Taiwo, R., 2007. "Language, Ideology and Power Relations in. *Research gate*, pp. 218-245.

Tangco, D. C., 2007. Purposive sampling as a tool for informant selection ethnobotany research and applications. *A journal of plants people and applied research*.

The Press Council , 2016. *Code of ethics and conduct for South African print and online media*. [Online]
Available at: <http://www.presscouncil.org.za/ContentPage?code=PRESSCODE>
[Accessed 12 02 2017].

Thompson, C., 2005. *Experience life; The no gimmicks no-hype health and fitness magazine. The power of language*. Canada: s.n.

Thompson, J. B., 1984. *Studies in the theory of ideology*. Cambridge: Policy Press.

Thompson, M., 2013. *Five reason why people code switch*. [Online]
Available at: <http://www.npr.org/sections/codeswitch/2013/04/13/177126294/five-reasons-why-people-code-switch>
[Accessed 23 01 2017].

Tim, A. & Jim, S., 1999. *The media of conflict: war reporting and representations of ethnic violence*. s.l.:Zed Books.

Timucin, M., 2010. Different language Styles in Newspaper. An investigative Framework., *Journal of language and linguistic studies*, 6(2).

Touchman, G., 1978. *Making news: A study in the construction of reality*. New York : The Free Press.

Trew, T., 1979. What the papers say: Linguistic variation and ideological difference. In: R. Fowler, ed. *Language and control*. London: Routledge.

Van Dijk, T. A., 1987. *Communicating racism: Ethnic prejudice in thought and talk*. London: Sage Publications.

Van Dijk, T. A., 1988b. *News Analysis*. New Jersey: Erlbaum Associates .

Van Dijk, T. A., 1988. *News as discourse*. New Jersey: Erlbaum Associates .

Van Dijk, T. A., 1989a. *Social cognition and discourse*. Chichester: Wiley.

Van Dijk, T. A., 1989b. *Structures of discourse and structures of power*. Newbury Park: Sage Publications.

Van Dijk, T. A., 1997. *Discourse as structure and process*. London: Sage Publications.

Van Dijk, T. A., 1998. *Ideology: A multidisciplinary Study*. New Jersey: Lawrence Erlbaum Associates .

Van Dijk, T. A., 2004. *Text and context*. Amsterdam: Benjamins.

Van Dijk, T. A., 2006. Ideology and discourse analysis. *Journal of political ideologies* , 11(2), pp. 115-134.

Vinshu, K. S. & Mahesh, K. S., 2010. *Linguistic discourse analysis: Introduction and structure*. [Online]
Available at: <https://call-for-papers.sas.upenn.edu/node/39688> retrieved
[Accessed 18 01 2017].

Voltadewi, S. W., 2014. *The form and function of hyperbolic expression on online perfume advertisements*. Indonesia: University Semarang.

Wamitila, K. W., 1999. *Whats in a name: Towards literary onomastics in Kiswahili literature*. [Online]

Available at: http://www.qucosa.de/fileadmin/data/qucosa/documents/9191/6_03_wamitila.pdf. [Accessed 27 04 2016].

Wang, S., 1993. 'The New York Times' and Renmin Ribao's News Coverage of the 1991 Soviet Coup'. 13(4), pp. 559-598.

Watzlawik, M., Guimaraes, D. S., Man, M. & Jung, A. E., 2016. *First names of signs of personal identity*. [Online]

Available at: http://www.psychologyandsociety.org/assets/original/2016/06/1_names.pdf [Accessed 13 02 2017].

Webster, M., 1985. *Websters ninth new collegiate dictionary*. s.l.:Meriam Webster Inc.

Webster, M., 2015. *Dictionary:Reppresentation*. [Online]

Available at: <http://www.merriam-webster.com/dictionary/representation> [Accessed 10 10 2015].

Werlich, 1., 1976. *A text grammar of English*. Heidelberg: Quelle and Mayer.

Wheaton College, 2009. *Style, Diction, Tone and Voice*. [Online]

Available at: <http://www.wheaton.edu/Academics/Services/Writing-Center/Writing-Resources/Style-Diction-Tone-and-Voice>. [Accessed 17 02 2017].

Wheeler, L. K., 2016. *Literary terms and definitions*. [Online]

Available at: https://web.cn.edu/kwheeler/lit_terms_A.html [Accessed 01 12 2016].

White, P. R. & Thompson, E. A., 2008. *The news story rhetoric: Linguistic approaches to the analysis of journalistic discourse*. London: Continuum.

Wilmot, A., 2005. *Designing sampling strategies for qualitative social research: with particular reference to the Office for National Statistics' Qualitative Respondent Register*. [Online]

Available at: <https://www.ons.gov.uk/ons/...methodology/.../designing-sampling-strategies-.pdf> [Accessed 14 09 2016].

Wilson, A., 1998. *Handbook of science communication*. London: Routledge.

Yin, R., 2012. *Applications of case study research*. London: Sage Publications.

Zaidi, S. A., 1997. "Health Well-being and Adjustment: The Case of Pakistan," Paper presented at conference on the Impact of Structural Adjustment Programmes on Health. Jawaharial Nehru: University of New Delhi.

APPENDIX A: NEWSPAPER ARTICLES

EDITING AND PROOF READING REPORT