CITIZENS OF THE NATION: CITIZENS OF THE WORLD?

A Comparative Content Analysis of Globalisation in SABC 3 and e-TV National Television News

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DECLARATION

I, Natalie Anne Emslie, declare this is my own work and all acknowledgements have been properly made.

Signed:

Natalie A. Emslie

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ABSTRACT

South Africa is a country interconnected with Africa and also more connected with the world. South African national television news evidently is also more global or 'glocalised' (Robertson, 1996) today in comparison to the period during apartheid. This research incorporates an analytic-empirical, social constructivist approach, and interprets news as a specific construction of reality, a "social artifact" (Hjarvard, 2002: 91) of the context in which it is produced (Venter, 2001: 197). This definition allows for the analysis of existing aspects in news items to determine exactly what makes news reality global, 'glocal' or cosmopolitan. The methodology uses a comparative content analysis of three non-sequential weeks selected during September, October, and November 2006, of SABC 3 and e-TV national television news, focusing only on the first fifteen minutes of bulletins, and examining only foreign news. Foreign news includes foreign news locally and news with a South African connection abroad (Sreberny-Mohammadi *et al*, 1985).

The current research analyses the influence of globalisation on each broadcaster – economically, politically, culturally, and technologically – and examines the mediation of global, 'glocal', and moderate cosmopolitan perspectives in news items. Findings reveal that globalisation does influence SABC 3 and e-TV in similar ways with slight differences, and while national or international perspectives are more prominent, global, 'glocal', and moderate cosmopolitan outlooks are still present, and e-TV represents these slightly more than SABC 3. Conclusively, SABC 3 and e-TV construct its news audience as citizens of the nation and citizens of the world, by representing a 'sliding scale' (Wallis and Baran, 1990) from national to international and global perspectives. This present study demonstrates how SABC 3 and e-TV mediate "allegiances to the outer circle" (Bowden, 2003: 242-243) – regional, international, and global – by examining the relevance of extending beyond a South African perspective in news broadcasts.

Key words: mediation; news; globalisation; nationalism, and cosmopolitanism.

CHAPTER ONE

INTRODUCTION: AIMS IN INTERPRETING NATIONAL TELEVISION NEWS
FROM A GLOBAL PERSPECTIVE

> There is the often-asked question of what could make the world one, to which the
> answer repeatedly given is: an attack from Mars (Beck, 2004: 145).

The statement quoted by Ulrich Beck above connotes at first a particularly extreme position
but not an uncommon one. Questions about how to unify people from different communities
worldwide has been debated from antiquity to the present. Globalisation, and its' many
perspectives (such as cosmopolitanism), make this question prominent in today's highly
networked societies across the globe, changing the ways that people make sense of their
everyday lives and their changing environment (Robins, 1997: 243). The question of the
present research is how may national news contribute to ideas about globality?

Key Propositions and Research Questions

This research project is characterised by several key propositions and research questions. One
proposition is that national news is increasingly globalised or 'glocalised' (Robertson, 1996)
in recent times, making distant happenings a relevant aspect of local life (Tomlinson, 1999:
200). Another proposition is the form and content in news bulletins mediates (Rantanen,
2005) dominant constructions of reality, informing citizens of a nation (predominantly
national worldview) also possibly as citizens of the world (**global** and **cosmopolitan**
worldview).[1]

From these propositions three key questions are formulated. This includes, how does
globalisation influence SABC 3 and e-TV national news? And, if globalisation does influence
SABC 3 and e-TV, then how are global, 'glocal', and moderate cosmopolitan perspectives
mediated in the form and content of bulletins? Lastly, how do these findings position SABC
3 and e-TV news audiences as citizens of the nation and/or citizens of the world?

Each of these questions is addressed using a content analysis of three weeks of SABC
3 and e-TV national television news bulletins, focusing only on foreign news during the first
fifteen minutes of each bulletin. To accomplish this, selected concepts from globalisation,

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[1] Bolded concepts are elaborated further in this chapter and predominantly in chapter three.

nationalism, cosmopolitanism, and news selection theory, are discussed and then applied to interpret the content analysis in relation to these specific research questions.

This project is contextualised by elaborating on the selection of specific research concepts over others used to formulate the key propositions and research questions. Next, a brief description of the relationship between news and society is outlined, following an introduction into the development of television in South Africa, from apartheid to democracy, focusing specifically on SABC 3 and e-TV. Following this, three reasons are provided to detail the appropriateness of this research. Lastly, a framework of this study is presented by providing an outline of each chapter, beginning with a summary of this one.

Elaboration of Specific Research Concepts

This research addresses four key concepts described earlier in the project's three key propositions, namely: **mediation**, focusing on the **national** rather than the state, and a focus on **globalisation** and **cosmopolitanism** over internationalisation. Mediation is a key concept in this study taken from Terhi Rantanen (2005), and studies the role of media in contributing to globalisation. Mediation highlights television news' unique character in being able to mediate and construct a "world outside one's own place", and in this case that place is South Africa (Rantanen, 2005: 125). Only television news is studied in this project because of television's powerful role as an institution of socialisation and representation in society (Boyd-Barrett, 2000: 306). This is a significant element of television news and requires critical investigation.

It has been previously noted by Olivier Body-Barrett and Terhi Rantanen that in the "enthusiasm" of studying the effects of globalisation, institutions as "agents of globalization" have become "marginalised" (1998: 1). The present study agrees with this statement and focuses on the agent's of globalisation by conducting a content analysis of SABC 3 and e-TV's news, with a focus on bulletins, rather than conducting an audience reception. While audience receptions are beneficial in media research, reception analysis is not incorporated in this study because the interpretation of the content analysis findings is sufficient enough for a study of this scope. This is because whether or not the audience take up orientations identified in this research is for further audience reception analysis not within the scope of this project.

This present project analyses a complex relationship between nationalism and cosmopolitanism rather than between Miscevic's (2005) proposed relationship between statism and cosmopolitanism. This is because the present study interprets nationalism as being more nuanced than statism. Statism as a concept positions the government as a centre of control and focuses primarily on governing aspects of a state. In contrast, nationalism provides opportunities to also analyse other influencing institutions in society, such as non-governmental organisations, social movements, and citizens, all of which are represented in national television news, even if in differing levels.

Globalisation and cosmopolitanism are preferred key concepts in this study rather than internationalisation. This is because globalisation reinforces global or transnational notions of relations (Scholte, 2000: 49), and cosmopolitanism involves "[thinking] beyond a territorial and national mindset" (Chalaby, 2005: 11). Both concepts relate to aspects of internationalisation, but also represent 'world consciousness' (Robertson, 1996) and relations on a larger more intensified scale. For example, cosmopolitanism in news focuses on relations between cities (the centres of political, cultural and economic development) rather than only nations or states, where a city may even stand for the nation. By studying globalisation and cosmopolitanism in national television news allows for the analysis of "multiple forms of interdependence not only between states but also between other players" (Beck, 2004: 132), such as non-governmental institutions, or social movements, represented in news items. While international relations are different to global relations, this project does acknowledge international relations between states and society/societies in news, but international relations are not interpreted as the only dominant relations (Beck, 2004: 147).

News and Society: Constructing Relations

News has a particular role within society. 'Society', like 'news', is an ambiguous concept, but generally does refer to both "social association in a generic way and to a distinct system of social relations" (Giddens, 1990: 12). This is because news is closely interconnected with society by providing frameworks about how "human beings have created their world" (Fiske and Hartley, 2003: 3-4), serving "some social interests better than others" (Fiske, 1987: 20).

> [Television news is] different from our real social world, but just as clearly related to it in some way. [...] Television does not represent the manifest actuality of our society, but rather reflects, symbolically, the structure of values and relationships beneath the surface (Fiske and Hartley, 2003: 11).

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News stories constitute and are "constituted by wider social relations" (Barker, 1997: 73), by serving as an interface between the institutions in society and the daily life of the audience (Jensen, 1998: 7). News is also a form of socialisation (Kavoori *et al*, 2000: 5), explained poetically as "extending our nation's central nervous system to a global embrace" (Elgin, 1996: 3), by constructing who are a part of this community and who are not. Furthermore, television news can be categorised within 'televisual' media by creating a "cultural space" for the "re-imagination" of community on a global level (Szerszynski and Toogood, 2000: 227). Since this project focuses on SABC 3 and e-TV national television news, a brief historical introduction of both is provided.

Television in the South African Context: From Apartheid to Democracy

Television in South Africa from the period during apartheid to present has made significant changes in recent years. During apartheid, the introduction of television erupted into a 'political battlefield', when existing president, Prime Minister H. F. Verwoerd branded television "the arch-enemy of Afrikaner interests and nationalist politics" (Cross, n/d: 1). Verwoerd's fear clearly identifies the power of television "as [a] cultural agent" within society (Fiske, 1987: 1), by providing "explanations for the way things are" (Barker, 1997: 73) within society and other societies. This understanding of television reveals how the medium's content was seen as a 'terrorist', a threat to the apartheid regime's ideological control over the nation (Orgeret, 2004: 150). Even so, South Africa's "first TV service [was] officially [launched] on 5 January 1976" (Erasmus, 2004: 2). This is dismally late compared to other nations, for example, Britain began television broadcasts in 1936, and the USA in 1939 (McQuail, 1998: 3). Relaying the history of the introduction of television in South Africa identifies South Africa as "the last major industrialized nation to introduce television" (Dawson, 2001: 119).

The nationalist government of the time launched the South African Broadcasting Corporation (SABC)[2] at the same time, described as a public service broadcaster but was shaped by the apartheid government (Dawson, 2001: 119) who abused the cultural agency of

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[2]Initially only one broadcaster operated in South Africa, being the national broadcaster, the SABC. Originally "only one channel was in operation for five hours an evening, and the broadcast time was equally divided between English and Afrikaans languages" (Teer-Tomaselli, 2004: 29). In 1982 a second SABC channel was introduced using "split signals" called TV2 and TV3. TV2 "broadcast in Nguni languages – Zulu and Xhosa, while TV3 broadcast in the Sotho family of languages – North and South Sotho and Pedi" (Teer-Tomaselli, 2004: 29).

television, and used it as a tool in "constructing and supporting the apartheid structures of pre-1991 South Africa" (Teer-Tomaselli and Tomaselli, 2001: 124). Later studies have actually shown that "National Party doctrine was most evident in news, documentary, and magazine programming" (Steenveld and Strelitz, 1994 cited in Dawson, 2001: 121). The apartheid government often used the SABC as "a powerful tool for controlling access to representations from outside the borders of the apartheid state" (Dawson, 2001: 117).

In April 1994, South Africa coordinated the first non-racial election (Bureau of African Affairs, 2006: 9), voting apartheid out and replacing this oppressive system with democracy, implemented by the new elected government, the African National Congress (ANC). At this stage, most "sanctions imposed by the international community in opposition to the system of apartheid were lifted. On June 1, 1994, South Africa rejoined the Commonwealth, and on June 23, 1994, the UN General Assembly accepted its credentials" (Bureau of African Affairs, 2006: 9). At the end of apartheid, transformation began within society and especially in its institutions, by implementing "new and better, more democratic [...] ways of doing things" (Teer-Tomaselli and Tomaselli, 2001: 123). These changes in government and society also brought changes in broadcasting, involving changing the image of television as an apparatus of the state, as well as introducing competition in the broadcasting market (Forbes, 1998: 157).

It was in this changing environment that the SABC "needed to shake its image as a mouthpiece for the apartheid government and redefine its role as a national public service broadcaster" (PSB) (SABC, 2006). To achieve this the SABC needed to develop a new image of being able to cater for both "national [and] public interests" (Venter, 2001: 200). This is where the contradiction in the SABC reveals itself since the SABC is now operating as a public service broadcaster with commercial interests (Padovani and Tracey, 2003: 140). In contrast to the SABC, other Public Service Broadcasters (PSB's), for example, the BBC (British Broadcasting Corporation) in the United Kingdom, derive their operational costs primarily from television licenses and government funding. In the case of the SABC, there is a dominant reliance on "commercial sources", such as advertising, to contribute to the SABC's "annual operating revenue"[3] (Tulleken, 2006a: 22). Clearly this system of funding

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[3] The Chief Executive Officer of the SABC, Dali Mpofu, states that 85% of the SABC's "funding [is] from the private sector" (Webb, 2006: 6), leaving only 15% of the broadcaster's "income from television license fees" (Tullekan, 2006a: 22) and government funding. These license fees are used "to finance the national

interferes with the SABC's function as a PSB (Duncan, 2001: 27). Today, the SABC consists of SABC 1 and SABC 2 (two public broadcasting channels) as well as two commercial television channels, free-to-air SABC 3, and pay-TV SABC Africa on the Digital Satellite Television bouquet (SABC, 2006).

In 1998 e-TV, a terrestrial commercial broadcaster, entered the market (Teer-Tomaselli, 2004: 33). Unlike subscription commercial broadcasters like M-net (launched 1986) and DStv (launched 1996), e-TV is "South Africa's first private free-to-air television channel" solely reliant on advertising revenue (e-TV, 2006). e-TV "does not require viewers to purchase a subscription or decoder to receive the signal" (Teer-Tomaselli and Tomaselli, 2001: 130), however, e-TV's reception is better received in areas where infrastructure is developed, such as "urban areas" (Teer-Tomaselli and Tomaselli, 2001: 130). e-TV is the only other local South African network that provides a domestic/national news service that competes with the SABC's locally produced news for audiences and advertising revenue.

Both SABC 3 and e-TV operate in a capitalist market, and can be classified as market driven and profit driven channels (Slater and Tonkiss, 2001: 21). Television news that is solely market driven, with a distinct focus on advertisers and audiences (Lewis, 2001: 109)[4], is said to fail the audience by positioning the audience as "consumers rather than citizens" (Campbell, 2004: 56). This is because market driven television news follows the requirements of the audience, for example, by selecting specific news stories that will "attract and retain" an audience for advertisers rather than to report in the public interest (Campbell, 2004: 57).

Debates about what is in 'the public interest' in a capitalist and democratic society are ongoing, but in a democracy to report in the public interest should involve informing and educating citizens before entertaining audiences (Venter, 2001: 202). Since South Africa is both capitalist and democratic, television news does juggles civic and commercial responsibilities, and this is done by attempting to inform and educate the audience in an entertaining way. Evidently, this approach is not without problems, especially when news

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broadcaster's public broadcasting obligations", along with state funding (Tulleken, 2006a: 22), and other profits (such as advertising) generated from the SABC 3 channel.

[4]An interesting article expressed the SABC's "need for more governmental funding to ward off commercial pressure from advertisers and other private sectors currently making up the bulk of its revenue" (Webb, 2006: 6). In this article, Dali Mpofu (Chief Executive Officer of the SABC), exclaimed that the broadcaster needs to 'secure itself not only against political pressure but also against commercial pressure' (Webb, 2006: 6).

content is selected based on commercial viability (Slater and Tonkiss, 2001: 25) rather than informing civil society. Besides this, as capitalist markets determine, commercial markets are not fair, "they don't provide for the poor [...] or for those who live [...] far away from the urban centres" (Teer-Tomaselli, 2005: 202).[5] This is because market-driven news media may choose to rather report on news in rich, urban areas (Barker, 2001: 21), where audiences reside, rather than poorer rural areas, allowing optimum profit generation to "rival universal access" (Heuva *et al*, 2004: 98).

Today, South Africa is twelve years into democracy, and is attempting to reinforce a new mindset in the South African public, that South Africa is no longer isolated from the world, unlike during the apartheid era (Bureau of African Affairs, 2006: 9). It is this mindset that should also be reflected in both SABC 3 and e-TV national news bulletins as being in the public interest. This mindset is in the public interest to encourage news audiences to think globally as well as locally, to understand what is important in their everyday lives, as well as the lives of others.

Appropriateness of this Project

Three assertions about media, society and globalisation, reflect the present study's applicability. Firstly, South Africa is a new democracy, now considered a part of and influenced by the international world. Television news is also changing, by becoming more global in scope and relevance, and this highlights a need to develop more research in this area. News bulletins serve as archives of knowledge, a tool to make sense of the world at particular times, "addressing [...] the world about us" (Park, 1940: 11). Today, South African national news is also more global, with foreign news often portrayed as just as relevant or even sometimes more relevant than local news.

Secondly, audiences who "do not travel to other countries generally" rely on the "(mass media provided) 'reality' of those countries" (Paterson, 1998: 82). To study the role of television news in this process can indicate how a dominant worldview or worldviews are constructed by the different broadcasters for audiences to either support or oppose.

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[5] A UNESCO report on information and communication technologies across the world states in Sub-Saharan Africa television networks and "national television coverage is largely confined to major towns" (Jensen, 1999: 183).

Thirdly, cosmopolitanism, as a possible consequence of globalisation (not the only one, and not always one), is a relevant research topic in an increasingly global world (Mignolio, 2002: 160). By studying cosmopolitanism, it is possible to contribute to discussions about how other "people, places and problems" are represented (Sreberny and Paterson, 2004: 21). In this regard, cosmopolitanism can introduce a nation to understand global problems and debates (Hachten, 1996: 6-7), and is an ideal outlook (not without its flaws), to position South African news audiences as citizens and consumers of a "global neighbourhood" (Tomlinson, 1999: 186).

Research Framework: Outline of Chapters

This Chapter One, 'aims in interpreting national television news from a global perspective', provided an insight into the project's focus areas. This included explaining the research topic, as well as identifying the key propositions, questions and concepts. Importantly, this chapter describes television and society in relation to each other, and this is supported by an introduction into the development of television in South Africa, with a focus on SABC 3 and e-TV, from apartheid to the present. Lastly, the introduction provides three reasons that reinforce the appropriateness of this study. It is at this point, that a summary of what to expect from the other chapters is outlined below.

Chapter Two, 'Globalisation, Nationalism, Cosmopolitanism, and News: Mapping Critical Debate' introduces four key concepts in this study, namely: globalisation; nationalism; cosmopolitanism; and news; and this is done by defining each concept and outlining current debate. Chapter Three, the 'Theoretical Framework in Analysing SABC 3 and e-TV News', examines four key theories of globalisation, nationalism, cosmopolitanism, and news selection. Only the selected key concepts of each theory are explained, and this highlights each concept's relevance in this study. Chapter Four, 'Research Methodology: Examining Global, "glocal" and Cosmopolitan Reality within SABC 3 and e-TV News', explains this project's research method, a content analysis. Chapter Five, 'Globalisation, Nationalism and Cosmopolitanism: Numerical and Interpretive Analysis of SABC 3 and e-TV News', applies this project's methodology (Chapter Four), in relation to specific theory (Chapter Three), to analyse the data collected from both the SABC 3 and e-TV. Chapter Six, 'Comparing Mediating Globalisation in SABC 3 and e-TV News: Conclusions and Opportunities for Further Research', provides answers to the research questions, as well as a summary of the chapters, and indicates avenues for further research.

CHAPTER TWO
GLOBALISATION, NATIONALISM, COSMOPOLITANISM, AND NEWS: MAPPING CRITICAL DEBATE

> When new vocabulary gains currency, it is often because it captures an important change that is taking place in the world. New terminology is needed to describe new conditions (Scholte, 2000: 43).

The above statement, by Jan Aart Scholte, applies to concepts in this study. This is because each primary concept in this present project has developed diverse definitions in use over the years, and so each concept gains different meanings over time depending on who and what research perspective is defining each concept. For instance, ideas about 'globalisation' have achieved only recent popularity in comparison to earlier concepts such as 'nationalism' and 'news'. And even though thinking about cosmopolitanism is historically identified before theorising about nationalism, cosmopolitanism is usually examined as developing in close relation to and as an intricate outcome of 'globalisation', and changing ideas about nationalism in global times.

This chapter provides an outline of four key concepts in this project: globalisation, nationalism, cosmopolitanism, and news, and briefly points to key aspects of each term. This is done by analysing the current debate and specific approaches related to each concept. Next, a brief historical development of each concept is presented with a link to the development of media (an approach used by Rantanen, 2005), because television news is the object of inquiry. Following this, past research that is applicable to this study is included by acknowledging the key questions and answers obtained from previous research in a similar field. By doing this, this present study aims to incorporate the strengths of past research and also attempts to overcome identified limits; in order to contribute further to the study of globalisation and mediating cosmopolitanism in national television news.

Globalisation: Definition, Approach and Development

Globalisation is a contested concept and there are many different definitions. A definition that defines globalisation succinctly is Terhi Rantanen's, because this definition incorporates many different conceptualisations about globalisation. A few of these influences are taken from theorists such as Harvey (1989), Giddens (1990), and Robertson, (1992), and are combined into one. Rantanen defines globalisation as "a process in which worldwide economic,

political, cultural and social relations have become increasingly mediated across time and space" (2005: 8). This definition is useful because it highlights all the key aspects taken from these globalisation theorists. For example, in this definition, there is reference to "Giddens' intensification of social relations", Harvey's time-space compression, and "Robertson's intensification of [world] consciousness" (Rantanen, 2005: 7). This definition is applicable to this present study because of the emphasis of the role of the media in globalisation, which is not always clearly identified by most globalisation theorists (Rantanen, 2005).

The globalisation debate can be categorised into three separate schools of thought: hyperglobalisers, sceptics, and transformalists (Held *et al*, 1999). This globalisation debate is summarised quite clearly by Terhi Rantanen (2005). Firstly, the hyperglobalisers, such as Ohmae (1995), believe that the rapid influence of the consequences of globalisation will result in the disruption and collapse of the nation-state (Rantanen, 2005: 5). In contrast to this perspective, the sceptics, such as Thompson (1995), believe that globalisation is a "myth", and that it is only another fashionable term to explain "a heightened level of national economies" (Rantanen, 2005: 5). In contrast to both of these viewpoints, the transformalists, such as Giddens (1990), understand globalisation as an existing force or process that is impacting on "modern societies" (cited in Rantanen, 2005: 5). The present study's research approach can be aligned with the transformalist school of thought. The present research incorporates a transformalist perspective by analysing SABC 3 and e-TV news to determine the mediation of globalisation across news bulletins; and secondly, by understanding globalisation's impact on nation-states (focusing specifically on the condition or process undertaken in the formation of other institutions of governance alongside or against the state) but also recognising that nation-states still hold a dominant and central role in today's societies.

The concepts related to the phenomenon of globalisation has been outlined as developing over the history of human progress, and as occurring in three waves (Robertson, 2003), across three historical epochs, leading to debate about whether globalisation began as a pre-modern project, modern project or post-modern project (Rantanen, 2005: 19). If globalisation can be identified as a process, then it will be present in all three of these epochs, changing "shape, direction and intensity from one […] phase of social development to another" (Boyd-Barrett and Rantanen, 1998: 5). While the concept of globalisation appears in literature and current debate only quite recently, a decade as noted by Anthony Giddens (1999: 2), the accelerated influence of globalisation can be traced from modernity to post-

modernity (Rantanen, 2005: 19). For example, as recently as the mid 1980s, concepts such as "global governance, global markets [and] global ecology were virtually unknown" (Scholte, 2000: 43).

Globalisation as a modern project develops along with the creation of nations and the growth of industrial society (Giddens, 1990), urbanisation, democratisation and technological innovations (Boyd-Barrett and Rantanen, 1998: 5). In terms of a post-modern project or super-modern project, it is possible to map globalisation in today's society, what Anthony Giddens describes as "high modernity", or "radicalized" modernity. In stating this, Giddens is not proclaiming that postmodernity and supermoderntiy share similar attributes (Robertson, 1992: 140). Rather, for Giddens, high modernity is characteristic of the spread of global social institutions that fragment social experience (Giddens, 1990: 150). In contrast to this position, Roland Robertson interprets the spread of globalisation from a modern to postmodern epoch as involving a "heightening of [...] societal, ethnic, regional and [...] self consciousness" (1992: 27). The current project's interests are – along with Terhi Rantanen – in the role of media and communication in the spread of globalisation, where Giddens and Robertson's interpretation of an increase in globalisation over the years is perceived to develop alongside an increasingly interconnected world (Rantanen, 2005: 8). And this demonstrates media and communication's role in "increasing interconnectivity" (Rantanen, 2005: 8).[6] Interconnectivity is increased because media highlight how people access experiences of others across distance, and is a unique experience since mediated experience is about "new forms of action and interaction" that are a different form of communication to "face-to-face interaction" (Thompson, 1995: 81). This notion requires further elaboration by discussing one of the many implications of globalisation, namely cosmopolitanism. But before this is outlined, this chapter must first explain nationalism in order to comparatively illustrate its development with modernity, and globalisation.

Nationalism: Definition, Approach and Development
The concept of nationalism can be defined in various ways and this will depend on the perspectives used, culminating for example in, 'ethnocultural', 'civic', and 'multicultural' nationalisms (Brown, 2000). The premise of ethnocultural nationalism argues that community

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[6]There are approximately six stages in the development of media and communications, being oral, script (3100 BC), then print (1440s to present), wired electronic (1830s to present), wireless electronic (1920s to present) and now digital (1990s to present) (Rantanen, 2005: 26 modified from Lull, 2000: 38). Each of these mediums has a role in connecting people across distances and at different levels, be it local, national and/or global levels.

is united through ethnic sameness (Brown, 2000: 126). This type of nationalism is not relevant to South Africa today, and so the present project rather understands South Africa as fitting between civic and multicultural nationalism. In opposition to ethnic nationalism, civic nationalism states that the nation is united as equal citizens, while multicultural nationalism aims to "promote cultural autonomy" amongst the nations contrasting ethnic groups (Brown, 2000: 128). These two types of nationalisms are embedded in South Africa's constitution and promoted in the ideological imagination of society (the 'rainbow nation'). This is because during apartheid society was not equal, and the citizens of the country received different levels of opportunity based on race, dividing rights in society between the 'haves' (whites) and the 'have nots' (blacks). Today, South Africa may be said to regard itself as civic since the constitution aims to promote equal rights among all. This is because civic nationalism is based on a premise that "nationalism can accommodate ethnic diversity within the nation, so long as the state remains ethnically blind in its public institutions and policies" (Brown, 2000: 127). Even though South African society promotes civic nationalism, there is an exception, and this is due to the gross inequalities during apartheid that the present government has implemented policies to transform society at a faster pace, for example, Black Economic Empowerment (BEE) policy.

Like globalisation, nationalism also has three different areas of thought, being Primordialist, Situationist, and Constructivist, and these three schools of thought are summed up by Brown (2000). Primordialist's, such as Conner (1994), claim that nationalism is "based upon a natural, organic community" who are "united by common ancestry" (cited in Brown, 2000: 6). In contrast, situationists, such as Hechter (1986), state that nationalism is not natural but a tool used by "groups of individuals for the pursuit of their common interests" that "vary in response to changing situations" (cited in Brown, 2000: 13). Constructivists, such as Brubaker (1996), argue that nationalism is a construction, and is created from "institutional or ideological frameworks" (cited in Brown, 2000: 20). The present research positions itself in the constructivist school of thought because nationalism in this project is seen as not relying on ethnic nationalism (primordialists), and does not consider all humans as always capable of rational decision making (situationist). Instead, this project understands nationalist sentiment as being embedded in the social institutions in society, with television news being one of these institutions.

Tracking the conditions for the development of nationalism in history (as well as thinking about the development of globalisation), changes drastically from agrarian society (pre-modern) to industrial society (modernity). Agrarian society consists of two types of political communities, "local self-governing communities", which consists of the "city, state, tribe or peasant communities", and then there are the "large empires" that are controlled and conquered by force (Gellner, 1993: 13). These types of governance are similar to forms of governance associated with nationalism today, for example the definition of political boundaries. Even so, these types of governance miss an important aspect of nationalism today, being a centralised government. The transition from agrarian society to industrial society is distinguished as an age of nationalism. Later with the industrial reorganisation of society small political communities – such as those in agrarian society – were not able to reproduce at the levels required to maintain industrial society (Gellner, 1993: 34). This requires a new form of centralised governance to "manage" society, changing society from "inward-turned communities" societies focusing more on a "global economy" (Gellner, 1993: 42). Similarly to globalisation, the spread of nationalism is linked with the growth of capitalism and the growth of media, specifically, "print technology" (Anderson, 1991: 46). Print media is positioned as serving a prominent role in the dissemination and maintenance of nationalist ideas about the "imagined political community" and its direct relationship with the modern nation-state (Anderson, 1991: 46). Furthermore, the sometimes emotive form of print media, and other later media developments in the last century, may be interpreted as disseminating ideas about nationalism that are associated with its meaning today, being a "consciousness of belonging to the nation" (Smith, 2004: 5). With this in mind, the development and maintenance of nationalism may also be mapped as benefiting from media and communications role in the process, along with other aspects.

Cosmopolitanism: Definition, Approach and Development

At this point, an understanding of developing cosmopolitan thought in relation to the spread of globalisation in providing new ways of fostering relations beyond the nation is required. Before beginning it is necessary to state that this project interprets cosmopolitanism as a perspective rather than an identity (Robbins, 1998: 3-4). Cosmopolitanism stems from the word cosmopolitan, which has different interpretations. A cosmopolitan originates from the Greek word 'kosmopolites' (Heater, 1999: 137), where 'kosmos' is interpreted as 'world' and 'polis' interpreted as 'city' (Tomlinson, 1999: 184). Another interpretation of the word stems from 'cosmos' referring to the law of nature or the universe, and 'polis' as an ideal society

(Mignolio, 2002: 169). These interpretations position a cosmopolitan as a citizen of the world (Tomlinson, 1999: 184). Initially, cosmopolitanism arose "as a metaphor for a way of life and not in literal guise" (Kleingeld and Brown, 2002), yet today it is possible to analyse manifestations of cosmopolitanism in society's institutions, such as television news. Another attribute of cosmopolitanism is that it involves the enmeshment of "the global and local at the same time", showing support for national dispositions but also recognising "common global interests" (Tomlinson, 1999: 195). It is this orientation that is the focus of analysis in this research.

Arguments for cosmopolitanism are divided into two schools of thought, strong cosmopolitans and moderate cosmopolitans. Strong cosmopolitans, such as Nielsen, assert that each person must give their "first allegiance" to humanity as a whole, with cultural and other social associations coming in second (2005: 274). In contrast to this viewpoint, moderate cosmopolitans, such as Appiah, affirm that it is more likely that people are connected to their own 'home' or 'roots' with each having its "own cultural particularities", but still being able to engage with other people (1997: 91). This is because moderate cosmopolitanism asserts that there only has to be some "favourable" inclination or "attitude" towards other human beings, leaving ample space for special associations with "fellow citizens" (Kleingeld and Brown, 2002). This present project situates its research in a moderate cosmopolitanism approach because the research recognises the absurdity of a strong cosmopolitan's claim that a person's *"fundamental* allegiance is" or should be "to the outermost circle" when most relationships begin at the centre or 'local' level before reaching the 'outer' level (Walzer cited in Bowden, 2003: 242). This claim provides a central framework for the project, being able to understand "the mediations" – the role of SABC 3 and e-TV news – through which allegiances to the "outer circle", the global, can be reached, still "acknowledging the value of, but also passing through [other]" local or national allegiances (Bowden, 2003: 242-243). This position is further reinforced by Hannerz's claim that there cannot be cosmopolitans without there first being other locals to be cosmopolitan towards (1990: 250). The present project attempts to overcome thinking of nationalism and cosmopolitanism only in "binary oppositions" (Tomlinson, 1999: 189), but rather to interpret the two perspectives as complementary, interpreting cosmopolitanism as being formulated out of a reaction to and a relationship with the national.

Similarly to definitions of the national, there are also different forms of 'cosmopolitanism', for example 'moral' and 'institutional' cosmopolitanism. Since this project uses an analytic-empirical approach, the present research analyses cosmopolitanism as an "ending point", the form and content of cosmopolitanism, as opposed to the "starting [point]" of cosmopolitanism, being an analysis of the differing scope of moral claims in identifying cosmopolitanism (Tan, 2004: 98). Another aspect of cosmopolitanism specific to the current project is risk cosmopolitanism. Risk cosmopolitanism describes an "interdependence" of transnational risk of national publics on a global level that requires global action in order to be solved (Beck, 2004: 144).

Ideas about cosmopolitanism as a concept can be located as far back as the fourth century BC when the Cynics developed the term or notion of being cosmopolitan (Appiah, 2006: 4). This demonstrates that the first ideas of cosmopolitanism come before theorising about "nationalism in the history of ideas" (Cheah, 1998: 22). Even so, the experience and spread of mass cosmopolitanism only increases with the development of modernity, showing cosmopolitanism's lineage with globalisation, and globalising societies. This is expressed in Enlightenment thought, when philosophers' began thinking about "a social unification of the world" (Kilminster, 1997 cited in Scholte, 2000: 64). But, even though Enlightenment philosophers' began to think global consciousness, these intellectuals did not represent the majority of society at the time (Scholte, 2000: 65). A more extensive experience of global consciousness develops alongside the spread of communications, such as "telegraph lines (1850s) [and] radio communications (1890s)" (Scholte, 2000: 66). These communication tools assist in the spread of a global imagination and provide a link into the notion of a global community, for example, the "first modern Olympic Games (1896)" (Scholte, 2000: 72). Even so, the majority of people still lived their lives locally rather than focusing on a global sense of community (Scholte, 2000: 73). Today ideas about globality and cosmopolitanism are "deeply embedded in academic, commercial, official and popular thinking" and this is aided by media and communications, such as television (Scholte, 2000: 85), in publicising the need for "transnational collaboration" in global times (Norris, 2000: 287).

News: Definition, Development and Approach

News is a concept with different meanings and interpretations depending on who is defining the term and from what perspective (Zelizer, 2004). The term news originates "from the word 'new' originally spelled in the Old English 'newes' or 'niwes' during the late 16th century and

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was rumored to be an acronym for the four directions in which news traveled – north, east, west and south" (Zelizer, 2004: 24). News is mostly about present occurrences rather than past events (Schlesinger, 1978: 125), and is considered to be only a "report, account or story about an event" and not "reality itself" (Zelizer, 2004: 24). Even so, "news as a *concept* is not always synonymous with an event" (de Beer, n/d). This is because news is also interpreted by journalists and media organisations as the capture of an event by "retelling" the event as a story in the form of a "news report" (de Beer, n/d). This chapter describes how news has come to constitute these meanings by the study of news in academic institutions (Zelizer, 2004). Before analysing this, a brief explanation of the history of news in relation to media and communications is required.

News has developed extensively over the years due to an increase in the ability for news "to travel farther, faster, and to arrive with less distortion" to a larger audience (Stephens, 1988: 27). The first least technical medium in the spread of news are messengers, such as town criers present in medieval towns, and runners used by Zulus to spread the King's news (Stephens, 1988: 27). The defining moment in news history is the introduction of the printing press and the production of newspapers, and this establishes news for what it is today, a commercial commodity (Zelizer, 2004: 24). Later, the capacity for news to reach larger audiences at greater distances and faster distribution times is aided initially by radio (Stephens, 1988: 276) and later television, especially satellite transmissions (Stephens, 1988: 284).

The placement of news as a field of study in the academy has consequences for how researchers' understand news today. The study of journalism originated in "U.S. universities around 1900 in the humanities", and focused on "news writing or the history of journalism" (Zelizer, 2004: 16). The study of news and journalism held a new academic focus (1900's) in universities in comparison to longer historical traditions, for example political science, using theorists dating as far back as 1632 (such as John Locke). Furthermore, the rise of the social sciences in the academy (1930s), led to sociology being a dominant interpretive tool in understanding news, for example in the formulation of gatekeeping studies. Gatekeeping studies analyses news as "constructions" rather than "selective [interpretations]" (Zelizer, 2004: 52-53). Still today, many existing definitions of journalism in use by scholars stem from sociological inquiry (Zelizer, 2004: 32). Additionally, many definitions of journalism today also stem from cultural inquiry. Cultural inquiry in the academy understands

journalism as profession (sociology); institution (sociology and cultural analysis); text (cultural analysis); people (sociology), and as a set of practices (sociology and cultural analysis) (Zelizer, 2004: 32-43). Certain aspects of both sociological and cultural inquiry are incorporated in this study.

Aspects from sociological inquiry, namely theories of news selection, especially Galtung and Ruge's 1965 study on foreign news selection, 'Structuring and Selecting News', highlight factors of 'newsworthiness' used to select news based on assigning 'news values'. This research is still considered to be one of the most "influential" studies on news selection (Zelizer, 2004: 54). It is the influential aspect of this study that also makes it applicable to the present project. Another significant study on news selection by Harcup and O'Neill (2001), 'What is News? Galtung and Ruge Revisited', also applies to the present project because it extends on earlier news values and updates these values in the present context.

Cultural inquiry, specifically defining news as text – "the public use of words, images, and sounds in patterned ways" – is an applicable perspective for the present project by acknowledging processes of encoding and decoding in constructing news stories (Hall, 1980). This involves understanding how the construction of form and content of news stories promote a particular worldview, a way of "making sense of the world in certain ways" (Zelizer, 2004: 177). Defining studies in cultural inquiry include the Glasgow Media Group's (1976) *Bad News*, and Hartley's (1982) *Understanding News*. Both studies set out methods to categorise and interpret news bulletins and aspects of these methods are incorporated in the current project.

Other elements that inform news analysis include framing from linguistics. More specific then framing is news framing, a method of examining how audiences make sense of the news (Zelizer, 2004: 140-142). News framing studies highlight processes of selection and construction in news. The present project only interprets frames at the level of the researcher because an audience reception is not in the scope of this project. Furthermore, interpretations by the researcher in the current project only provide a means of understanding possible interpretations and these must not be considered as definitive. Past news framing studies focus on "patterns of news coverage" (Zelizer, 2004: 141), for example, Entman's (1991) 'Framing U.S. coverage of international news'. This study by Entman provided a comprehensive example of how framing can be applied to the coverage of a specific news

event across different broadcasters. A relevant study for the current project that highlights issues relating to framing, is Nossek's (2004) 'Our news and their news: the role of national identity in the coverage of foreign news'. This study involved a qualitative content analysis of four news events across three countries, the USA, Britain and Israel (Nossek, 2004: 343). A useful aspect from Nossek's study that is applicable to the present study includes the notion of how news items can fall into categories of 'our' story or 'their' story, and how this characteristic can illustrate if a news event is or is not selected as news (Nossek, 2004: 344).

These different disciplinary approaches to news reveal that the study of news is multidisciplinary (Zelizer, 2004), positioning news as a multi-faceted and varied phenomenon (Zelizer, 2004). Beyond these different disciplines the present project is also influenced by research analysing the relationships between globalisation and news. Research into globalisation was initiated in the early 1990s, and was mainly in the disciplines of sociology and geography (Rantanen, 2005: 4). Later, the discipline of international relations also contributes to this area with research into the "methods of international news reporting" (Rantanen, 2005: 2). Specific research into globalisation and news that is relevant to the current research requires further elaboration, to understand how the current project fits into these lines of inquiry by incorporating and extending on the results of previous findings.

Relevant Research: Building on Strengths and Overcoming Limits

The majority of research into globalisation and news analyses news flows, focusing on the agenda of economic and international politics (Jensen, 1998: 1). News flow research stems from the creation of the New World Information and Communication Order (NWICO), aimed to overcome the one-way flow of information from developed to developing countries (Macbride and Roach, 1993: 3). One of the central focuses in this debate includes the topic of the monopoly of dominant news agencies (AP, UPI, AFP, Reuters) over the control and flow of news (Macbride and Roach, 1993: 6). Even though the present project aims to draw attention to news flow by identifying news sources in SABC 3 and e-TV, this is regarded as a complementary aspect and not a focal point, but when news sources are identified a consideration of typical representations of these agencies is considered. For example, a typical representation may be how news agencies report news mainly about relations between governments, where "elite national institutions or players" receive the most coverage (Boyd-Barrett, 1998: 310).

To understand how the media report on foreign news and the implications of this reporting, five relevant studies in this area inform the present study. Firstly, a study undertaken by Sreberny-Mohammadi, Nordenstreng, Stevenson and Ugboajah, 'Foreign news in the Media: International Reporting in 29 Countries' (1985), indicates cases of foreign news reporting imbalances and how these may construct particular representations of the world (Jensen, 1998: 7-8). The study's findings relate that: (1) political news dominates in foreign news coverage and this coverage is predominantly regional; (2) "consistent newsmakers" include the United States and Western Europe; (3) the Middle East and developing countries are portrayed as "hot spots" during the study; (4) developing countries are often portrayed as "trouble spots"; and (5) "western agencies are the second most important source of international news, coming after the home agency or own correspondent" (Sreberny-Mohammadi *et al*, 1985: 52-53). Unfortunately, South Africa was not reflected in this 'Foreign News in the Media' study, but the findings are still relevant to the present project because some of the other developing countries' media environments used as cases in the study were similar to South Africa's media environment at the time.

Secondly, 'The World's Window to the World: an Overview of 44 Nations' International News Coverage' published by Wu in 2004, is a summary report on a study undertaken with Sreberny-Mohammadi and Stevenson in 1995, where Wu was one of the many contributing researcher's worldwide. Wu's report on this study reaffirms findings in 'Foreign News in the Media', but also contributes further by indicating that different countries across the world use different and even "oppositional windows" to interpret the world outside their borders (Wu, 2004: 96). It is these different 'windows' that result in diverse understandings of the same news happenings or "events" (Wu, 2004: 96). The findings illustrated in this 1995 study are relevant to South Africa because South Africa in this case is one of the countries analysed, but also because this study highlights the selective re-presentation of news events and issues by national broadcasters. The findings in the study state that the United States and the United Kingdom dominate South African international news coverage, and that African countries are reported on more frequently than other countries (Wu, 2004: 104). Thirdly, another later study that Media Tenor conducted, involves a content analysis of SABC English news and e-TV news, from 1 January 2005 to 30 February 2006. This Media Tenor study stipulates in descending order the top ten countries that are included in South African foreign news (table 1).

Table 1: Top Ten Countries Receiving Foreign News Coverage in Descending Order

1	USA
2	Australia
3	Great Britain
4	Zimbabwe
5	Iraq
6	France
7	India
8	Italy
9	Egypt
10	China

(adapted from Media Tenor, 2006).

Fourthly, there is another specific study that is relevant to the present research taken from *The Known World of Broadcast News: International News and the Electronic Media*. The study analyses how television and radio audiences in the United States of America (USA), Britain, and Sweden have "significantly different opportunities to learn about the world from their native broadcast news" (Wallis and Baran, 1990: 166-167). The importance of this study is that it highlights the role of local news broadcasters' in selecting foreign news stories, and even more importantly, the research signifies what Wallis and Baran term a 'sliding scale' between selecting news from the local market and news from the foreign market (Wallis and Baran, 1990: 170). The present study makes use of this notion of a 'sliding scale' as a mechanism to rethink the binary oppositions that are usually constructed between local and foreign news. The present study further builds on Wallis and Baran's (1990) analysis by incorporating and re-interpreting their 'sliding scale' of news as a means of reinforcing the mediation of a 'glocal' reality within SABC 3 and e-TV national news.

Fifthly, 'an Analysis of Major South African Newspapers' Reportage of Core South African Foreign Affairs, Events and Issues' (Nonqane, 2001) analyses local print media and how this medium represents foreign news reporting in terms of international relations. One of the methods identified by Nonqane (2001) includes how the print media often represents "nation-states as the main actors in world affairs" (Nonqane, 2001: 3). This study is relevant because it highlights the South African news media's reliance on foreign news predominantly being stories about other countries' or other nations' governments (Nonqane, 2001). The present research aims to overcome only using terms such as 'international' or 'foreign' in

categorising news that is not local. The present research aims to understand foreign news as also incorporating 'global' events and issues into analysis. The reason for this is that studying news today needs to move beyond a national-international dichotomy, and also include (global) transnational concepts in research, as well as 'glocal' representations.

Furthermore, the analysis of the mediation of cosmopolitanism in news media is still a relatively new interest area. Most studies in this area focus on the mediation of moral cosmopolitanism, for example a study by Stevenson (2004) analyses a Red Nose Day broadcast of Rwandan genocide on television depicted as "suffering humanity" (Stevenson, 2004: 232). While the present project does not examine moral cosmopolitanism as evidence of cosmopolitan orientations in SABC 3 and e-TV news, the present project does require an analysis of how the mediation of a cosmopolitan outlook involves complex processes of representation, as indicated by Stevenson's study. Some of these findings include how emotive images and words do not always connote a desired cosmopolitan outlook, referred to in Stevenson's study as 'suffering humanity', and this outlook can even hinder this being represented.

There is also other specific research on SABC 3 and e-TV news that provides research avenues for the present project to involve not only a comparison between both news broadcasters but also to compare past findings with the present research (where possible). The current research objective supports Robertson's statement that research about globalisation requires an analysis of both "historical and comparative matters" (1990: 18).

One of these specific studies is a 'Comparative analysis of SABC and e.tv news broadcasts'. This study analyses 72 hours of news broadcasts during May, June, July, and August (Conradie et al, 1999). The findings from this study reveal that 'global coverage' of news differs on e-TV in comparison to SABC (Conradie et al, 1999: 5). A prominent difference is there is more "global news with a South African connection (e.g. a South African doing something overseas)" on SABC rather than e-TV (Conradie et al, 1999: 5). The current project expands on this study by illustrating an important difference between local news abroad and foreign news locally, by describing both of these categories as inherently different in interpretation instead of placing both of these variations of global influence in one category called 'Global-SA', like in the Conradie et al (1999) study.

Figure 1: Table and Graphical Representation of Broadcast Time Comparisons of Story Types

Division of Areas in Broadcast Time				
	SABC 3		e-TV	
	Duration (sec)	%	Duration (sec)	%
Global	4 331	11.1	6 977	19.3
Global-SA	6 258	16	2 253	6.2
Africa	453	1.2	2 552	7.1
Africa-SA	2679	6.8	1 059	2.9
National	25 397	65.1	23 269	64.6
Total	39 118	100	36 110	100

(adapted from Conradie *et al*, 1999: 19).
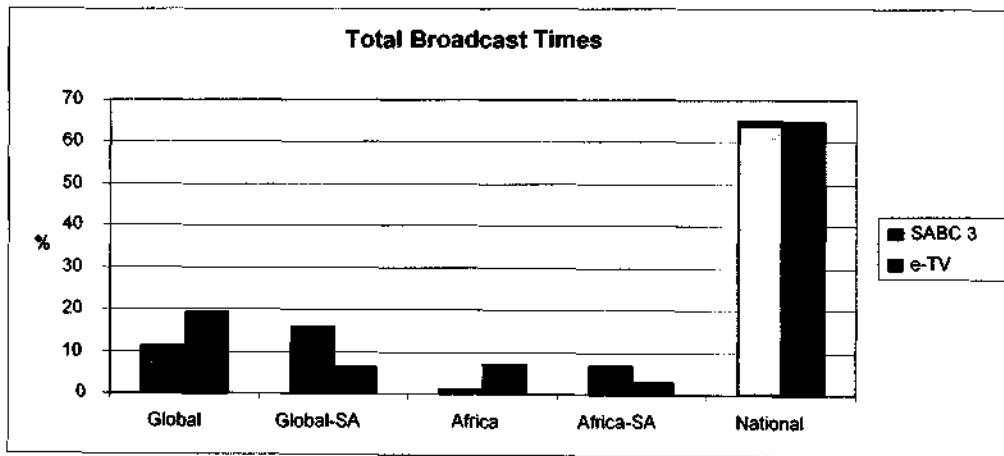
Another relevant project to the present research involves a study undertaken by Media Tenor from February 2000 to February 2003. This Media Tenor project set out to analyse "general media coverage in South African media", where both SABC and e-TV news are included as categories of analysis in the Media Tenor sample. A significant finding from this study is how it quantifies that bad news predominates in South African media coverage (Media Tenor, 2003: 5). The study demonstrates and also reaffirms previous research on news values, being that one of the many aspects in selecting foreign news in South Africa may be because it is news about a negative event.

All of these investigations into SABC and e-TV news illustrate an indication of a comparative aspect in interpreting findings. Each of these previous studies is different with each providing its own particular results. These past findings may assist the current project in determining how similar or contrasting issues are represented today by each broadcaster,

revealing patterns of global news coverage in national news, specifically SABC 3 and e-TV national news.

Chapter Two: Summary

In this chapter a definition of each concept, namely globalisation, nationalism, cosmopolitanism, and news, is provided. Notably, the definitions provided in this chapter may not be the definitive descriptions but these are still relevant. This is because by evaluating different approaches assists in orientating where this research fits into different debates. The chapter asserts that the present study aligns with transformalist globalisation theorists; between multicultural and civic nationalists; and moderate cosmopolitan theorists. Furthermore, the chapter outlines that the current research aims to approach a research topic on news using a multidisciplinary approach, an approach that is informed by aspects of sociological, cultural and linguistic inquiry. Each concept for analysis is shown to develop at a different pace in human history, and each concept is regarded as developing in relation to each other and media. A brief introduction into relevant past research about globalisation and news, including comparative analyses between SABC 3 and e-TV news, highlights the strengths of the previous findings, and indicates possibilities of overcoming perceived limits in applying previous findings in the current project. While this chapter provided a background to key concepts, it is only an introduction, so these concepts are elaborated on in Chapter Three.

CHAPTER THREE

THEORETICAL FRAMEWORK IN ANALYSING SABC 3 AND e-TV NEWS

> The role of the news media, as information platforms and active mediators of world representation, seems to have gained complexity and pace within the advanced, globalized media infrastructure at the beginning of the twenty-first century (Volkmer, 2006: 1).

The quotation above explains how globalisation and media can be mapped as developing in close relation to each other. News media, especially as 'active mediators of world representation', are a relevant starting point to understand globalisation as a process of changing conditions and representations. This is because news media provide relevant material to analyse globalisation at work. For example, to understand the transformation of national news bulletins by processes of globalisation, and one of its many theorised outcomes, cosmopolitanism. This chapter explains key theories that detail a specific conceptual framework used in the current analysis. The conceptual framework consists of four relevant theories that relate to globalisation; nationalism; cosmopolitanism, and news selection. This chapter highlights key concepts in each theory used to find answers in this study.

Globalisation: Changing Society at an Institutional and Personal Level

Globalisation is a concept that is at the centre of "intense debate" in terms of its definition and influence (Giddens, 1999: 3). To make sense of the globalisation debate requires that you sift through the field and find your own way into the debate. Resultantly, three definitions of globalisation are used here to understand the concept. These include Anthony Giddens' definition of globalisation as "the intensification of worldwide social relations" (1990: 64); Roland Robertson's definition of globalisation as "the intensification of consciousness of the world as a whole" (1996: 8); and Terhi Rantanen's definition of globalisation as "increasingly mediated across time and space" (2005: 8). Each of these definitions highlights important aspects of globalisation that are central to undertake this project. These key aspects comprise to identify globalisation as an uneven process; that involves changes in notions of place and space; that influences globality; and highlights media's role in this process.

Globalisation as Uneven Process

Giddens and Robertson both describe globalisation as a process, a process that encourages 'intensification', and Rantanen describes globalisation as an 'increasing' process. Words such

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as 'increasing' and 'intensification' refer to ideas about a "growing magnitude" or "speeding up" over time, and this situates the concept of globalisation as a process with the capability to transform (Held and McGrew, 1999). However, transformation cannot always be uniform, and this reveals that the process of globalisation can be felt both positively and negatively, and at different intensities (Held *et al*, 1999: 68). This is because globalisation is uneven. Globalisation maps a world of integration and division, a process that highlights commonalities and difference: positive difference such as diversity, but also negative differences that are exclusionary (Held and McGrew, 1999). Basically, because globalisation does involve an interplay of power, it cannot always ensure positive 'encounters'. What can be said about globalisation is that it identifies all participants in its process, such as members in society and between different societies as "unequal participants" (Barker, 1997: 204).

Globalisation creates uneven society/societies because different areas may experience globalisation at a different pace to others, where, for example, developed countries may have a greater experience of globalisation than developing countries. For example, South Africa is considered a developing country, with probably a less intense experience of globalisation in comparison to a developed country like the United States of America (USA). Due to the political isolation that South Africa experienced during apartheid, arguably South Africa has a greater experience of globalisation today in comparison to during apartheid. Moreover, urban areas or cities – Johannesburg, Cape Town and Durban – are also more likely to have a more intense experience of globalisation than rural areas. This is because areas with a higher density of communications infrastructure and a greater spending power probably have a greater experience of globalisation (Castells, 2001: 157). This is since these communities have better access to developed infrastructure and a greater likelihood to access global media, such as television. Also, metropolitan cities around the world make up an integrated "network society" (Castells, 2001). These cities make up what is called a network society of "global cities", and these global cities act as "key nodal points" (Featherstone and Lash, 1999: 5) that are "switched into" media and communication networks, but at the same time also exclude those areas "switched off" these networks (Castells, 2001: 155).

Mediated Globalisation, Place and Space

Today there are many different associations of place and space. In daily life these may include the places and spaces that make up the home, the city, or the country. Even so, the process of globalisation is said to "[reconfigure] social space" from only a local notion to also

incorporate a global understanding of place and space (Scholte, 2000: 46). Giddens, Robertson and Rantanen incorporate a changing conception of place and space in the formulation of their definitions of this central aspect of everyday life. Place and space are so central because geography maps "*macro* social space" – cities, countries, the world – and this has a direct influence on social interaction (Scholte, 2000: 46). For instance, one of the outcomes of mapping social space can include the definition of who are 'insiders' and who are 'outsiders' in and between different communities and nations. Before continuing, an explanation of place and space is required.

To commonly think about place is to think about a specific location, a "physical [setting]" (Giddens, 1990: 18). In this sense place refers to a territory, marked by boundaries, and can determine how social relations are constructed and imagined across "the earth's surface" (Scholte, 2000: 47). This is because the separation of people into different countries is a socially constructed process assisted by nationalism. Subsequently, a person's community, city or country, can usually be understood as representing their locality, an aspect of who they are.

In contrast, generally space is often considered to be outside of place, but 'space' is actually closely connected to place (Rantanen, 2005: 52-54). Rantanen stipulates that because of media and communications role in globalisation – mediated globalisation – concepts of place and space are merging, and becoming 'splace' (2005: 55). Rantanen's concept of 'splace' is influenced by earlier theorising on time and space, incorporating Harvey's (1989) time-space compression and Giddens' (1990) time-space distanciation. Time-space compression describes how media, such as television news, can position outside places as being equally or even more important then our own through the "collapse of spatial barriers" (Harvey, 1989: 107). Comparably, time-space distanciation explains the 'stretching' of "relations between local and distant social forms" (Giddens, 1990: 64). In other words, these relations are "*phantasmagoric*", where a local place is "shaped [by] social influences quite distant from them" (Giddens, 1990: 18). For example, television news can be described as phantasmagoric by merging different places and spaces of the world into a "series of images […] almost simultaneously" (Harvey, 1989: 106). This space created by television news is a "symbolic place" for negotiating mediated places and spaces, and local and global events (Harvey, 1995: 16). Television news allows audiences with a local perception of everyday life to also incorporate an understanding of this life as being "interpenetrated by developments

and processes from diverse settings" (Held, 2002: 526). This combination of local and global aspects of life in television news may provide possibilities for constructing a 'glocal' impression of everyday life (Robertson, 1996).

This is possible because a global notion of space is transnational and supraterritorial (Scholte, 2000: 46). It is transnational because it crosses national borders rather than focusing on these, and it is supraterritorial because social connections do not always have to be associated with a geographic territory (Scholte, 2000: 47). For example, television news occupies a space that mediates the places of the world as "virtual neighbourhoods" (Appadurai, 1990: 195), as if global news was actually stories from a local neighbourhood.

Globalisation as 'Glocalisation'

'Glocalisation' is a concept for an increasingly interconnected world, where "local happenings are shaped by events occurring many miles away and vice versa" (Giddens, 1990: 64). The ideas behind 'glocalisation'[7] or 'glocal' life are developed by Roland Robertson, and define situations that comprise a "complex relationship between 'the local' and 'the global'" (Robertson, 1996: 174). A similar idea stems from Kevin Robins' "global-local nexus", and describes how globalisation encourages new "relations between global space and local space" (Robins, 1991: 22). The concept of glocalisation characterises how the local becomes "an aspect of the global" (Beck, 2000: 48), and vice versa. Using this outlook it is possible that both national and global spheres can function "independently" yet still in a "specific relation to each other" (Volkmer, 1999: 125). An example of glocalisation in operation may include debate about locally constructed national news, like SABC 3 and e-TV, being more attuned today to global events and issues then in the past.

'Global Human Condition': Globality

The phenomenon of glocalisation influences what Robertson classifies as the global human condition of globality (1996: 131). Globality is an awareness of the world as a "singular place" (Featherstone, 1990: 10); or a "problem of the world as a single place" (Robertson, 1996: 132). A central aspect of globality is to think about "the world as a whole" (Clausen, 2004: 25) rather than only as separate nations. This is because globality is a metaphorical notion of "world society" (Luke, 2004: 67), where for example, television news as a mode of

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[7] The term 'glocalisation' is an adaption of the term 'glocalise', which originated in Japan, and stems from the word 'dochakuka', and can be translated in English as 'global localisation' (Robertson, 1996: 173).

representation can reinforce the "interconnectedness" of different cultures (Hannerz, 1990: 237). The condition or concept of globality cannot be investigated without first understanding the concepts of nationalism and cosmopolitanism because these concepts operate in specific relation to each other in understanding globality.

Nationalism and Cosmopolitanism: Constructing Complex Relations

Governments around the world are experiencing and influencing new (both positive and negative) ways to communicate amongst and between developed and developing nations in a global world. In this context new social movements at a global level are developing alongside and/or against governments and global organisations due to the need for new ways to approach issues beyond states in a global world. Social movements highlight the role of non-state actors in politics (Williams, 2003: 80), for example human rights movements or insurgent groups. These movements may operate locally in countries as well as globally with a transnational influence (Williams, 2003: 83). Global organisations or "global governance agencies" are "supraterritorial" and serve a regulatory function (Scholte, 2000: 53). Examples of global organisations include the United Nations (UN) or the World Trade Organisation (WTO). Global organisations and movements are an important aspect in understanding institutional change in society and across societies. Even though the present project analyses two national television news broadcasters, one aim of the current study is to interpret how the representation of globalisation in national television news can encourage a cosmopolitan outlook alongside or within a national framework. While this chapter describes the concepts of nationalism and cosmopolitanism in oppositional terms, it is necessary to note that both concepts are interdependent, and exist in a complex relationship to each other.

Nationalism and cosmopolitanism are theoretical concepts that exist through belief (Miller, 2000: 28) and practice, and both concepts construct specific ideas about how to think about others. The concept of nationalism exists through "shared meaning" in society and its "political" organisation in the nation (Breuilly, 1993: 6). Likewise, cosmopolitanism exists in the same way although with different connotations for peoples' social lives in comparison to nationalism. The perspective of moderate cosmopolitanism does allow for a coexistence of national and cosmopolitan outlooks, but an explanation of how nationalism and cosmopolitanism differ is necessary to establish the categories of analysis that are used in identifying cosmopolitanism from nationalism in SABC 3 and e-TV news in the current study.

Nationalism as Place: Cosmopolitanism as Space and Place

Ideas about nationalism and cosmopolitanism differ in spatial terms and this has certain political results. The belief of nationalism "connects a group of people to a particular geographical place" (Miller, 2000: 29), being the nation (Smith, 2004: 11). The idea of the nation identifies place as "home, boundary [and] territory" (Pollock *et al*, 2002: 2), because the nation is a "socially constructed [...] political formulation" that demarcates the borders" of the state (Wodak *et al*, 1999: 19). Nationalist discourse purports that the state is the central aspect of society (Beck, 2000: 64), where this focus on territory serves the purpose of governance (Gellner, 1993: 4). This is because a state must control a demarcated area, a country (Miller, 2000: 30). Also there are multiple internal borders and territories in nations, such as South Africa, regarding the division of the country into different provinces.

In contrast to nationalism, a cosmopolitan perspective defies a common perception that modern society can only be governed by states (Beck, 2004: 139). With the increase of the influence of globalisation (Beck, 2000: 65), a more intense experience of cosmopolitanism is harnessed through 'transborder solidarities' that do not only rely on the nationalist conception of space as place controlled by state. This is because cosmopolitanism promotes that national boundaries are becoming more 'permeable', creating "new social spaces for action" that complicate the link between state and society (Beck, 2000: 65), for example with the introduction of global organisations. But even though this occurs it does not mean that national state power is entirely removed (Held and McGrew, 1999). This is because states remain a dominant force in global politics, and because "nation-states have developed over many centuries" in comparison to global institutions which are still relatively new (Shaw, 1994: 178). Besides this, global organisations still work within and are reliant on states for "legitimacy [and] resources" (Shaw, 1994: 178).

Cosmopolitanism constructs spaces outside and within places – nations – for cultivating transnational relationships and actions. For example, action may take place in a specific place, such as the headquarters of certain international institutions in one territory or across territories. Because cosmopolitan organisations operate across borders, these global organisations can occupy spaces, rather than only places, of action. These territories of cosmopolitan action are also mostly in "urban centres of the world" (Nielsen, 2005: 285), favouring cities rather than only nations as centres of action. A cosmopolitan perspective relies on understanding space as 'splace', still working in but also attempting to overcome the

boundaries created by nation-states. It is these differences in conceptions of place and space between nationalism and cosmopolitanism that have specific manifestations for society.

Duty to the Nation: Duty to the World

Duty is a word that describes "obligation [or] responsibility" (Tulloch, 1993: 458). Nationalism and cosmopolitanism promote different conceptions of place that result in the formulation of different notions of duty. The concept of nationalism, with a focus on territory, connects citizens by using the sentiment of territory to "create solidarity in the face of other groups" or nations (Weber, 1948: 5), and this transcends "similarities with groups outside that territory" (Breuilly, 1993: 406). The perspective of nationalism survives by categorising the world in terms of "[differences] between 'us' and 'them'" (Wodak *et al*, 1999: 20). This is because nationalist discourse reinforces "bonds among members of the same nation" and lessens bonds with others (Rèe, 1996: 84). A manifestation of this is the patriotism of nations (Appiah, 1997: 95).

In comparison, moderate cosmopolitanism improves on nationalist constructions of 'us' and 'them' by categorising relations as 'we', with a focus on imagined global belonging and involvement (Tomlinson, 1999: 185). This is because cosmopolitanism emphasises "[thinking] and [feeling] beyond the nation" (Breckenridge *et al*, 2002), the 'we' across nations. The need to think about others outside of a home country is not "pre-given [by] belonging to the human species" (Robbins, 1998: 6). This relationship is carefully constructed and mediated over the years, and one of the ways to represent this relationship is in the news media. Cosmopolitanism may be represented in the news media where a responsibility to the nation can also include a responsibility to others across the world. This highlights that cosmopolitan duty occurs in "spheres of value" (Held, 2002: 520). This is because certain issues and events require different levels of address, for example at local, regional, and global levels (Held, 2002: 523). A few examples of cosmopolitan duty that require local and global address include issues such as health, environment (Held, 2002: 523), trade, security, and development (Hachten, 1996: 3-4). In a global world societies "[face] urgent and complex problems, most of them interrelated" (Hachten, 1996: 3-4). This encourages a moderate cosmopolitan outlook to develop since interrelated global risks require "cosmopolitan solutions" (Beck, 2004: 137). How the news media represent and mediate

these solutions can manifest in the obligation to represent both national and global civil society in news items.[8]

National Civil Society: Global Civil Society is Risk Society

Citizenship implies levels of participation (Volkmer, 1999; Murdock, 1999) from a national (local) level to a cosmopolitan (global) level. Interpreted in this way, citizenship reveals a "nuanced position" between national and 'global' obligations (Brock and Brighouse, 2005: 7). Citizenship as a concept is not only useful for nations but is also useful in understanding global civil society. This is done by interpreting the "content and weight of obligations beyond national (or sometimes state) boundaries, relative to the content and weight of those obligations to which national and state boundaries give rise" (Brock and Brighouse, 2005: 3).

National citizenship situates the nation as a central concern (Smith, 2004: 9) and includes direct obligations to the state and its citizens (Heater, 1999: 137). This is reflected in the "[national institutions and] voluntary [...] organizations" that operate locally in and for the nation (Heater, 1999: 120). Since world citizenship is practically indefinable (Heater, 1999: 134) and exaggerated (Norris, 2000: 294), cosmopolitan citizenship provides a conceptual guide of action that purports obligations to others beyond national boundaries by carving a "space within the national imaginary" for addressing global issues (Delanty, 1999: 374). This space for addressing global issues is defined as global risk society (Beck, 2000).

Global risk society is a development of globalisation's interdependence crisis (Beck, 2004: 137), the interdependence of ecological, economic, terrorist, [or security] risks (Beck, 2004), and even health issues (Heater, 1999). This notion of global risk society is expressed in Tomlinson's notion of 'enforced proximity', where globalisation envisages

> a promise of a world of expanded horizons, of the possibility of increasing political understanding and co-operation [but] proximity might [also] mean that global inequalities are rendered more visible, that common global risks and threats – most obviously threats to our shared environment – become more focused (Tomlinson, 1999: 182).

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[8]Civil society is used to describe society in the current project rather than only the term society because civil society "implies [...] the very existence of a public", an entity associated with "political scepticism [and] criticism" (Waterman, 1993: 49). In other words, the term civil society implies the existence of an active rather than a passive community in dealing with cosmopolitan problems.

This global risk society and its spatial and social consequences (Beck, 2004: 138) foster a cosmopolitan outlook. A cosmopolitan outlook may be expressed in three ways. Firstly, global risks cross the boundaries of different nations because global risks "concern everyone, even if not in equal measure" (Beck, 2004: 138). Secondly, because of the influence of globalisation and the interdependence of nations worldwide, the 'liability' of global risks to one particular nation becomes difficult (Beck, 2004: 138). Thirdly, global risk society forces a global "public to come into existence" to address global issues and find cosmopolitan solutions (Beck, 2004: 146).

In order to understand how global and cosmopolitan perspectives shape an interconnected world in national television news, news selection theory is adopted to provide a theoretical framework for analysis. Since news is "a highly mediated product" (Glasgow Media Group, 1976: 1), news theory can provide explanations for the inclusion of global and cosmopolitan worldviews in a predominantly national news service. This is because news theory assists in interpreting what each broadcaster deems important for news audiences to know (Lewis, 2001: 111).

News Selection: Mediating a Global or Cosmopolitan Worldview

News selection is about deciding what news is considered newsworthy by inclusion in bulletins (Nel, 2005: 46). Deciding what stories are newsworthy involves broadcasters' negotiating between different factors, for example the economic pressure of advertisers' interests, competing with other news broadcasters, as well as appealing to the audience (Tuchman, 2002: 80). News selection is about choice, so deciding what stories to include in bulletins also involves deciding what stories to exclude (Burns, 2002: 63). So when a story is included as a news item in the bulletin it becomes newsworthy and so the story's perceived importance is increased (Burns, 2002: 63). Key aspects of news selection used for analysis in the current project include the news bulletin structure; news sources; news values; and news framing.

News Bulletins: Global Similarities and National or Audience Differences

Understanding globalisation in relation to news bulletins or programmes is about conforming to international news formats rather than stories (Hartley, 2001: 123). This results in "global similarities" but also "local differences" in news formats (Barker, 1999: 55). Global similarities include applying transnational news genre conventions, such as following formats

usually between 20-40 minutes (Barker, 1999: 55), with a "balance of types of content, such as foreign, political, sports, [and] economic" content (McQuail, 2001: 344-345). A typical structure of a news bulletin includes "arousing initial interest with the headline story/stories", then maintaining audience interest by presenting a diversity of stories, from hard news to soft news, and then ending with "vital information", such as a "weather forecast", and/or sending audiences away with a "close with a light touch" (McQuail, 2001: 345). Both SABC 3 and e-TV replicate this formula with only slight differences between the two (table 2).

Table 2: SABC 3 and e-TV Bulletin Structure and Approximate Duration

SABC 3	Duration	e-TV	Duration
Headline overview	00:00:46	Headline overview	00:00:38
Headline news	00:09:00	Headline news	00:07:50
Adverts	00:01:10	Financial indicators	00:00:32
General news	00:05:20	Adverts	00:02:04
Financial Indicators	00:00:40	General news	00:04:00
Adverts	00:02:30	Adverts	00:02:42
Sports news	00:05:00	Sports news	00:05:52
Adverts	00:02:45	Adverts	00:02:20
Weather	00:02:25	Weather	00:01:50
		Close with a light touch	00:00:58

In contrast to global similarities, local differences reveal how news events are represented by the broadcaster using "frameworks [...] shared by national audiences (or "audience segments)" (Clausen, 2004: 27). For example, the local selection of news may be constructed so that "neighbouring countries" or even other countries that share "economic, political, and cultural ties" (Sreberny and Paterson, 2004: 8) with the broadcaster country receive more coverage than 'unknown' foreign news. News bulletin structure is an important characteristic to understand the mediation of a 'glocal' worldview. This is because the positioning of a news story in a bulletin, for example in headline news, indicates the importance of a particular local or foreign news event (McQuail, 2001: 345), along with other factors such as how the story is categorised (local, foreign or global news), as well as the duration of a news item (Schlesinger, 1978: 127).

News Sources: Constructing Particular Ideas about Places of the World

News sources can influence a 'glocal' worldview because news sources provide national news broadcasters in developed and developing nations with "an essential source of foreign news" (Golding and Elliot, 1979: 116). With the influence of globalisation and the effect of "a shrinking world" (Hachten, 1998: 85), there is a transformation of national news broadcasters to rely less on their own news correspondents and rely more on "global news agencies and global television networks" (Campbell, 2004: 231) for a source of global news (Boyd-Barrett, 1998: 300).

News sources for national broadcasters in South Africa are divided into 'wholesalers' and 'retailers'. Wholesale news sources include global news agencies that "gather and sell news throughout the world" to local retailers, such as SABC 3 and e-TV (Boyd-Barrett, 1998: 19). While wholesale agencies appeal to an international market (Hachten, 1998: 91), these agencies still retain "associations with particular nations", for example AP with the United States, and Reuters with the United Kingdom (Boyd-Barrett, 1998: 19). Also in a global economy, a few 'retail' global television news producers, such as Al'Jazeera, BBC World and CNN, also operate as 'wholesale' news agencies to a certain degree (Boyd-Barrett, 1998: 21). These retail news producers achieve this because the agencies provide "footage to other broadcasters" yet still remain "users of conventional 'wholesale' agency television news" (Boyd-Barrett, 1998: 21). Unlike wholesale news agencies, these retail news broadcasters are free news sources unlike the paid for wholesale global news services (Boyd-Barrett and Rantanen, 2004: 37). Like global news agencies, retail news sources are also identified with particular locations, such as Al'Jazeera with Qatar and the Middle East; CNN with the USA and BBC World with the United Kingdom.

Wholesale and retail news sources provide particular representations of the world that influence a selected perception of reality as the way life *is* rather than the way the world is *constructed*. For example, countries that receive coverage may predominantly fall inside the news agencies' markets where services are subscribed to. In addition to this "urban or capital bias" in national news coverage, global news agencies further entrench this bias by favouring reporting in "elite nations, and capital and big cities" (Boyd-Barrett, 2000: 315). This further reinforces globalisation's uneven influence on news coverage given that there is little reporting about news in rural areas in countries, and so representations of the nation become associated with "images of the 'capital' or of the 'urban'" (Boyd-Barrett, 2000: 315).

News Values: Determining Factors in including Foreign News in Local Bulletins

News values describe perceived aspects of a story as "[compellingly significant] for news audiences" (McQuail, 2001: 341). This results in the construction of predetermined categories or factors used to identify news items that are "worthy of inclusion" in broadcasts (Golding and Elliot, 1979: 118). Since the news values applied in the current study are applied to news that is already produced, it is important to understand how the application of these news values may indicate what selection criteria foreign news may need to pass to be included in national bulletins.

There are twelve news values that can be applied for the selection of news events (Galtung and Ruge, 1965), and these are frequency; threshold; unambiguity, cultural proximity; consonance (predictability); unexpectedness (unpredictability); continuity; composition; elite nations; elite persons; reference to persons; and negative news (Galtung and Ruge, 1965). Further news values have also been developed that expand on Galtung and Ruge's twelve news values. These new contemporary news values are created from findings that many news stories today are selected for entertainment rather than information purposes (Harcup and O'Neill, 2001: 274). The new ten contemporary news values are, the power elite; celebrity; entertainment; surprise; bad news; good news; magnitude; relevance; follow up; and newspaper [or broadcaster] agenda (Harcup and O'Neill, 2001). Many of the new news values provide only a novel spin on Galtung and Ruge's (1965) already established criteria. Although four news values, being the power elite, celebrity, good news, and magnitude, are a relevant contribution in the present project to understand the negotiation of including foreign news in SABC 3 and e-TV local bulletins.

News Framing: Mediating Cosmopolitanism within a National News Worldview

News framing indicates "how stories are told" (Lewis, 2001: 112). The way stories are told is selective and indicates how relations between nation and world are created. This is because framing involves the selection of particular "aspects of a perceived reality" and constructing these in a "more noticeable [or] meaningful" way (Entman, 1993: 53). This illustrates how framing can mediate particular perspectives in news items, as predominantly national and/or global and cosmopolitan. This suggests how news items may be framed as 'our' news or 'their' news (Nossek, 2004), and establishes how a news item can "create a certain view of the world" (Lewis, 2001: 112). Indicators of news framing include specific descriptive words (Entman, 1991: 7), for example "emotive or neutral" adjectives (Nossek, 2004: 355), as well

as visual images (Entman, 1991: 7). Since using frames to analyse news items may not always produce similar results because certain "symbols" have "different meanings for different [people]" (Glenn, 2005), the researcher's interpretive method must always be identified as such.

Chapter Three: Summary

This chapter has provided a theoretical and conceptual framework applied in the present study. This involved the introduction of globalisation theory by outlining four key concepts. These concepts include that globalisation is an uneven process between developed and developing countries, urban and rural areas. Another point is that globalisation changes conceptions of place and space – from a local to global outlook – and dissolves and distinguishes boundaries simultaneously. Furthermore, 'glocalisation' is interpreted as more relevant than globalisation by emphasising how global events and issues are an aspect of local life, and how this encourages the condition of globality, the interpretation of the world as one place, a global community interested in shared events and risks.

Next, nationalism and cosmopolitanism are explained. Both theories are outlined together because both construct specific guidelines about how to relate to others yet with different manifestations. It is shown that national and cosmopolitan outlooks can coexist although the present chapter does differentiate between both concepts for the purpose of analysis. Key aspects include understanding nationalism as mostly focusing on place while cosmopolitanism focuses on place and space. In terms of the obligations of state, organisations and citizens, nationalism reflects a predominant duty to the nation, while cosmopolitanism promotes a transnational duty, or even global duty. Another feature is that nationalism aims to maintain the governance of national civil society, whereas cosmopolitanism encourages transnational collaboration, and focuses on the problems of global risk society, such as environmental; economic; terrorist, and medical risks.

Following this, news selection theory focuses on aspects of form and content in the mediation of a global or cosmopolitan orientation in national news. This includes the identification of global and local similarities or differences in news bulletin structure, as well as the role of news sources in the construction of selected representation's of places of the world. Furthermore, news values, as tools of selection, are explained to highlight the possibilities of including foreign or global news in national bulletins, while news framing is

shown to assist in determining how relations between the nation and the world are created, using verbal and visual codes to formulate a dominant interpretation.

By analysing these theories in detail and by examining the key concepts related to each theory, illustrates the applicability of each theory to answer this project's research questions. This is because each concept for each theory provides a framework used to construct categories of analysis in the present project. These theories form a conceptual map that determines an appropriate methodology for the present study, discussed in Chapter Four.

CHAPTER FOUR

RESEARCH METHODOLOGY: EXAMINING GLOBAL, 'GLOCAL' AND COSMOPOLITAN REALITY WITHIN SABC 3 AND e-TV NEWS

> Research on communications needs to be rigorous and disciplined rather than impressionistic and haphazard (Deacon *et al*, 1999: 3).

The quotation above suggests that research is scientific because it applies theory to challenge the everyday assumptions about the world around us and us in the world. This is because research intervenes in our shared understanding of social reality and exposes the workings of socially constituted knowledge. The statement above emphasises the importance in using a methodology that allows for the systematic collection of data, as well as its analysis and presentation (Deacon *et al*, 1999: 3). Most importantly, the research methodology must suit the study's requirements. In this chapter the current study's methodology is explained in four sections, being the research approach; sampling and data collection; method (content analysis); and the research tool (being a coding schedule). Each of these sections describes an aspect of the research process, by using acceptable methods and explaining how these methods are applied specifically in the current study.

Research Approach: Social Constructivist and Analytic-Empirical

In epistemological terms this research approaches news from a social constructivist and analytic-empirical perspective. Social constructivism asserts that researcher's "live in a particular phase of history" and are likely to be influenced by the "discourses" associated with a certain era (Schmidt, 2004: 141). With this in mind, all analyses in the current project are regarded as such and are taken as interpretations and not objective truths (Guba and Lincoln, 2001). Social constructivism as a research approach stipulates that "social [reality]" is constituted by "social practices" (Deacon *et* al, 1999: 8). Accordingly, news cannot be defined as "an unmediated 'window-on-the-world'" (Barker, 1997: 96), but needs to be analysed as a "specific construction of reality" (Hjarvard, 2002: 91) produced in a specific context (Venter, 2001: 197). Since constructivism maintains that there is no one single interpretation of reality then there also cannot be only one reality for the news to represent (Lewis, 2001: 109). For example, numerous events or happenings occur daily, but "whether the event is known or unknown" does not influence whether or not the event exists (Fishman, 1980: 105). These daily events only become news events when these occurrences are selected and framed as such because news is about constructing and not inventing. What is important

in the present project is to expand on the debate about how news broadcasters "represent [...] people, places and problems" (Sreberny and Paterson, 2001: 166) and to make inferences about what "version of the world is" created (Lewis, 2001: 109).

Besides this, an analytic-empirical approach is also incorporated in the present research. The approach includes a combination of perspectives. An analytic perspective privileges "theory, frameworks, [and] concepts" (Anderson and Baym, 2004: 590), and an empirical approach privileges "observation, measurement, [and] presence" (Anderson and Baym, 2004: 590). An analytic-empirical approach aims to comprehend what exactly makes news reality – as represented in both SABC 3 and e-TV news bulletins – global, 'glocal' and cosmopolitan. The current project aims to steer away from speaking about globalisation and cosmopolitan as metaphors and to rather speak about these concepts as existing aspects that can be identified in news items. This can be achieved by measuring the existing data – SABC 3 and e-TV news items – already in the public domain, and evaluating the presence of key concepts – outlined in chapter three – used to make comparative sense of the theory of globalisation.

Sampling Technique and Data Collection

The sampling method sets out a framework to approach research and does influence the research results. The present project uses non-random/purposive sampling because the sample is deliberately selected (Deacon *et* al, 1999: 50). The sample consists of analysing prime time/7 o'clock SABC 3 and e-TV television news because this is considered "prime time", between 18:00 hrs.-21:30 hrs., when "the greatest number of viewers are attracted to television" (Teer-Tomaselli and Tomaselli, 2001: 139). Selecting the sample during prime time increases the likelihood that the news items analysed may reach a larger audience in comparison to other news broadcast times. In the current research both SABC 3 and e-TV news are examined because both are commercial national broadcasters (even though SABC 3 is also a public service broadcaster), and because both are comparable enough to infer similarities and differences in the form and content of news. Only television news is analysed in this project because it is impractical for a study of this scope to analyse more than one medium. Television news is also selected for analysis because the current research has a particular interest in television news over other mediums because of its technological capabilities for both visual and aural communication (Fiske and Hartley, 2003: 5), and this allows for a more nuanced interpretation of globalisation.

The time sample for the study includes three weeks of 30 minute news broadcasts for both SABC 3 and e-TV, tape recorded over a three month period from September 2006 to November 2006, at two week intervals, and include the time periods from 18-24 September 2006; 9-15 October 2006; and 30-5 November 2006. The current study has made an attempt to spread the weeks across a reasonable period (Lewis, 2001: 112), and at different times of each month, being the beginning, middle, and end of each month. Sequential weeks are not recorded in this project to prevent a distortion of findings (Lewis, 2001: 112), where a sudden particularly newsworthy event may receive excessive coverage (although the discursive importance of this is also acknowledged in the current study) (Wallis and Baran, 1990: 226). The media sample for the project consists of 42 news bulletins (21 for each broadcaster). While this sample is relatively small in comparison to other content analyses, and while the findings derived from this research cannot be entirely generalised, the sample does provide enough information to make inferences from the data selected. The current research also prefers a smaller sample because this project uses a quantitative approach that also requires a detailed interpretation of data, to gain "insights into [...] social phenomena" (Deacon *et al*, 1999: 43) such as global, 'glocal' and cosmopolitan representations of reality.

The unit of analysis is each news item in a broadcast bulletin identified as "all the material following an introductory statement on one topic [where] the announcement of a new (though possibly related) topic signals a new item that should be coded separately" (Sreberny-Mohammadi *et al*, 1985: 59). Only news items that occur in the first approximately 15 minutes of each news bulletin for both SABC 3 and e-TV are selected for analysis, and this includes the headline overviews, headline news, and general news. Only these sections are chosen for analysis because of the similar structural presentation of these segments by both broadcasters, allowing for comparative analysis.

Content Analysis: Quantitative Method

The most significant communications research outputs are said to include a "combination" of "research methods" (Deacon *et al*, 1999: 3). This is because all research methods have positive aspects as well as limits, so no one research method can really provide 'all the answers'. In this case researcher's do attempt to use both quantitative (content analysis) and qualitative (discourse analysis) methods in content analyses. The scope of the current study does not provide for the use of both detailed methods, and while content analyses are quantitative, it is still possible to 'interpret' quantitative data without being 'interpretive'

(from the qualitative research tradition). This is because quantitative research uses statistical techniques to analyse and present data to determine certain "patterns or relationships" from the data collected (Gunter, 2002: 230).

By being able to interpret the content analysis data and develop an overall indication of "news coverage" (Lewis, 2001: 109-110), does point to avenues for further investigation (Deacon et al, 1999: 9). This is achieved by analysing the data, or in the present research, analysing the news items as 'text' (consisting of both verbal and visual images) (Deacon et al, 1999: 220). By doing this the current research is able to grapple with how the content presented is also "embedded" with meaning (Jensen, 2002: 236). These constructed meanings embedded in news items can reveal how dominant representations in SABC 3 and e-TV's news items may construct a dominant worldview (Wodak et al, 1999: 8).

Content analysis studies have a long research tradition and are recorded as far back as 1910[9]. The most successful content analyses are said to contain a historical and comparative approach (Berger, 2000: 177). The present project aims to produce a valuable content analysis by incorporating a comparative perspective – comparing both SABC 3 and e-TV news items – as well as a hint of a historical perspective (comprising 8 years, or almost a decade), by comparing findings from the current content analysis with instances of previous research in a similar area done from 1999 to 2006. The current project is not entirely historical because comparisons are only made in one historical epoch, being super modern or post modern society.

A content analysis uses a systematic method (Gunter, 2000: 220), being a coding schedule, to gather answers to a specific research question or questions (Priest, 1996, 98). The methodology of a content analysis involves "taking a sample of media, establishing categories of content, measuring the presence of each category within the sample, and interpreting the results, usually against some external criteria" (Bertrand and Hughes, 2005: 198). The measurement of the content analysis findings against 'external criteria' is key because the most productive content analyses usually select the categories of analysis "with reference to an explicit theoretical framework" (Gunter, 2002: 222).

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[9]A content analysis study from as far back as 1910 refers to Max Weber's study which put forward a project to "monitor press coverage of political and social issues alongside surveys of public opinion", leading to the development of agenda-setting research (Gunter, 2002: 220).

A content analysis is even more useful when the findings are combined with elements of structural analysis. The reason behind this is that since content analyses are interested in researching the "textual elements", structural analysis is interested in determining "how these elements are combined" (Bertrand and Hughes, 2005: 189). Structural analysis is an aspect used to understand news selection, specifically news bulletin structure, where the order, sequence, and frequency of news items in each bulletin can reveal the importance given to different news items.

A positive aspect of a content analysis is that this method allows for the large scale "counting [of] occurrences" in texts (Gunter, 2002: 220). This is useful for research into globalisation and cosmopolitanism – both large scale processes with local differences – because of the ability to measure specific instances across a large sample and make local inferences about these worldwide phenomena. In contrast, there are two limitations of content analysis, being a "tendency to infer effects on audiences" (Bertrand and Hughes, 2005: 178), and focusing on the "large scale, objective survey of manifest content" rather than "*latent content*" (Fiske and Hartley, 2003: 8). The current research does not infer effects on audiences, because it is not an audience reception, but rather this project serves to understand the possible mediations of cosmopolitanism and globalisation in SABC 3 and e-TV news. Furthermore, the present research aims to move away from the analysis of only 'manifest' content to analysing 'latent' content. This is done by interpreting the content analytic findings in relation to the function of SABC 3 news twelve years after democracy and e-TV news ten years after democracy, where both broadcasters serve a national audience and operate as commercial institutions, and so analysing the power of these factors in mediating global and cosmopolitan orientations in broadcasts.

Tool for Research: Coding Schedule Explained

The coding schedule is the framework used to collect data to answer the research questions. A coding schedule is a tool for analysis and involves the "categorization of component parts to anticipate later inferences and conclusions" (Jensen, 2002: 245). Each coded category must be used to find answers (Lewis, 2001: 112). This is achieved by highlighting key concepts or themes used in the analysis of the data (Jensen, 2002: 247). A coding schedule is not supposed to "produce scientific claims" but rather a coding schedule illustrates "relationships" in the empirical data (Bertrand and Hughes, 2005: 207). The design of the current project's coding schedule is attributed to a study undertaken for UNESCO (United Nations

Educational, Scientific, and Cultural Organisation) by the IAMCR (International Association for Media and Communication Research) in 1985, although certain changes are made, and are identified as such (see appendix a, pp. 117-118). At this point each coding category is explained to highlight the process in finding answers to the research questions about the mediation of globalisation and cosmopolitanism in national television news.

Category one, **broadcaster**, explains if a news item is from SABC 3 or e-TV. Category two, sample **day, date and month**, records when the news item appears. Category three, **type of item**, describes if the item appears in the headline or general news section of each bulletin, and indicates how the news item's relevance is classified by the broadcaster. Category four, **headline overview**, describes if the news item is mentioned in this section and emphasises the importance of a specific news item. Category five, **source of item**, refers to both local and foreign news sources used to measure the role of these sources in the construction of dominant interpretations of world events. Category six, **length of item**, records the duration and time dedicated to the news item in the broadcast and indicates the importance given to local and foreign news since a news item's "duration in a news bulletin [...] indicates its newsworthiness" (Schlesinger, 1979: 127). Category seven, **event title**, records how the news event is "established by the newsreader" (Hartley, 1995: 119). Category eight, **story type**, has seven categories. 'Local' news refers to news located in South Africa, and 'local in foreign' refers to "news events located in a foreign country whose main actors are of the home country, or whose importance is shown to be because of local events" (Sreberny-Mohammadi et al, 1985: 61). 'Foreign in local' refers to "news events located in [South Africa] involving foreign actors", and 'foreign' news refers to news "events located outside the [South African] region" (Sreberny-Mohammadi et al, 1985: 61) with no direct link to South Africa. 'Regional', 'local in regional' and 'regional in local' is the same as 'Foreign' news categories except these categories refer to countries on the African continent. A continent is not a region but is given the label of a region for purpose of analysis in the current project. Category nine, **location**, refers to the place/places where the action in the news item occurs. The location category can represent cosmopolitanism's influence regarding the representation of localities. Category ten, **development level**, describes the state of development (developed or developing) that each country or region is in. Development levels are calculated using the World Bank classifications, where countries are reflected either as low-income and middle-income economies and are "sometimes referred to as developing economies" (World Bank, 2006). In contrast, high income countries are

categorised as developed countries. When a country or region is not specified this location falls in the category of 'other'.

The next section of the coding schedule describes the transnational news themes in each news item. Firstly, the **security and governance** news theme includes category eleven to eighteen. Category eleven, **relations between nations,** is an adaption of Sreberny-Mohammadi *et al's* (1985) news theme 'relations between states'. Category eleven highlights if a news item involves relations between states, national organisations and national citizens. This theme is an extension of Sreberny-Mohammadi *et al's* (1985) category although the focus on the state is still included because "the state" and relations between states is still seen as central in the representation of world politics in the news (Isin and Wood, 1999: 118). Category twelve, **relations between nation and global organisation,** signifies the role of global non-state actors, global organisations and global movements. This is an important category in the analysis of cosmopolitanism, especially since global organisations and movements are interpreted as possessing a similar status to governments in global times. Category thirteen, **politics within nation,** refers to news items about internal national conflict or elections (Sreberny-Mohammadi *et al,* 1985). Category fourteen, **politics within global organisation,** is similar to category thirteen except is about conflict in non-state organisations or movements. Category fifteen, **security,** describes security risks, national and global. Category sixteen, **trade,** describes news items about economic trade. Category seventeen, **aid,** describes stories involving military or economic aid. Category eighteen, **crime, police, judicial, legal,** describes news about political and non-political crime. Secondly, the transnational news theme, **health,** includes category nineteen, **scientific, medical,** and illustrates news about scientific and medical issues or events. Thirdly, the transnational news theme, **environment,** includes category twenty, **ecology,** and describes news about biological (mammals, reptiles and so forth) organisms in the environment. Lastly, **other,** represents the news items that cannot be classified in the previous transnational news. These include category twenty one, **religion,** news about religious events; category twenty-two, **sport,** highlights sporting events or sporting personalities; category twenty-three, **entertainment,** illustrates stories with an entertaining or 'light hearted' element; category twenty-four, **human disasters,** describes news about disasters caused by humans; and category twenty-five, **natural disasters,** highlights news about people affected by environmental destruction.

Another aspect of the coding schedule is the classification of actors. Actors are divided into **main actor/s** (category twenty-six) and **other actor/s** (category twenty-seven). Actors provide useful information about who is selected by news sources or news broadcaster to represent the nation, or an organisation or movement. If the actor is quoted this demonstrates the importance ascribed to this person.

In terms of news selection, category twenty-eight, **news values**, lists Galtung and Ruge's twelve news values in determining selection of foreign news. Significantly news values are described as "hard to investigate" because news values "contain psychological elements" (Hur, 1984 in Wu, 2000: 112). For this reason only selected news values from Galtung and Ruge's (1965) study and Harcup and O'Neill's (2001) study are interpreted as empirically present in news items, and those news values not clearly present in news items are excluded. Specifically this applies to the news value, unambiguity (Galtung and Ruge, 1965), which states news items need to be clearly interpreted, and since this study is not a reception analysis this news value is excluded.

Frequency refers to "the time-span needed for the event to unfold itself" and may indicate the importance of a news event across bulletins (Galtung and Ruge, 1965: 53). **Threshold** states the broadcaster's need to provide a balance between local and foreign news (Galtung and Ruge, 1965: 55). **Cultural proximity** describes how news selection is attentive "to the culturally similar" so the "culturally distant will be passed more easily" (Gultung and Ruge, 1965: 54). Examples of cultural proximity include ethnic ties (Wu, 2000: 114), such as religious, cultural or citizenly ties; economic ties, such as the development level of a country as well as trade relations; political ties, such as similar governance frameworks or direct and indirect political influence; and regional ties, which includes countries situated in Sub-Saharan Africa and the African continent (Wu, 2000: 114). Cultural proximity is an important news value because it identifies how events in "culturally distant places [are] still loaded with meaning" (Wu, 2000: 114). Assigning ethnic, economic, and regional cultural proximity ties to news items is relatively uncomplicated. This is because assigning ethnic ties is ascertained from the data about the population of South Africa (Bureau of African Affairs, 2006). Economic ties are calculated by identifying countries involved in trade (imports and exports) with South Africa (Bureau of African Affairs, 2006). Regional ties are calculated by analysing countries on the African continent. In contrast, determining what countries are involved in political ties, relating a similar governance system to South Africa or countries

where South Africa has direct and indirect political influence, is more nuanced in news items, and requires greater interpretation on behalf of the researcher, and so this must be acknowledged in the current research. Additionally, news presents the familiar, **consonance**, but also needs to highlight **unexpectedness**, because the unexpectedness of a news story may improve its likelihood of selection (Galtung and Ruge, 1965: 55). Both of these news values are difficult for the researcher to determine what is familiar and unexpected, and this can only be determined by analysing overall what themes are dominant or not. **Continuity** highlights a 'follow up' aspect of a news item, and involves similar stories about a certain event or issue in a bulletin. **Composition** describes how news items with visual footage, sound and direct quotes have a higher likelihood of inclusion in television news as opposed to items with none of these. News items that reference **elite nations** and **elite people** also have a greater chance of selection since stories about 'ordinary' nations or 'ordinary' people are not regarded as particularly interesting (Galtung and Ruge, 1965: 57). The current project considers an elite nation to be a developed nation only, and an elite person/persons to be specialist speakers or important leaders of nations or organisations. **Negative news** is unexpected and assists in determining selection of local and foreign news (Galtung and Ruge, 1965: 58). News is defined as negative by how the event or issue is framed by each broadcaster.

Category twenty-nine, a selection of **Harcup and O'Neill's (2001) news values**, also highlight news selection. **Good news** includes items with an emphasis on positive outcomes or 'light hearted' stories. **Celebrity** refers to stories of famous people, such as sports and movie 'stars'. While there are similarities between elite persons (Galtung and Ruge, 1965) and celebrity (Harcup and O'Neill, 2001), the commercial and cultural production of celebrity in the media is a phenomenon mostly representative of present times, where celebrity news today is often constructed as important or even more important than other elite persons, such as presidents and so forth. **Magnitude** describes stories "perceived as significant either in the numbers of people involved or in potential impact" (Harcup and O'Neill, 2001: 279). In the current study the magnitude news value suggests the analysis of impact extending beyond the local situation to global impact, with global problems demonstrating a more extensive magnitude than only international ones. Lastly the **entertainment** news value is applicable to 'soft' news items, and is linked to the 'good news' value.

The present project stresses the incorporation of another new news value, developed with Galtung and Ruge's 'elite persons' news value in mind except including specific

reference to institutions. This includes category thirty, **elite organisation**, and is described in a study by Boyd-Barrett (2000), and explains the selection of foreign news by global news agencies because the story involves action at the level of elite national institutions. The current project aims to highlight a necessity to extend on this concept in global times to also include elite global organisations and global social movement's presence in the selection of news events for broadcasts.

Lastly, category thirty-two, **news framing**, involves the transcription of all spoken words and images. This aspect of the coding schedule aims to makes sense of the relations between national and global outlooks by constructing stories as 'our' news, or 'their' news (Nossek, 2004). Items framed as 'their' news positions a national 'us', separated from another national 'them', being 'their' story about 'others'. In comparison, 'our' news reinforces a 'we' perspective (Tomlinson, 1999), both international and global. 'Our' news is international because it constructs relations between two or more nations, one being South African. 'Our' news can represent globality when a news event is constructed as appealing to news audiences worldwide. Since it is not feasible to analyse all news items in this detail, only the dominant news story of each week is selected to discover which foreign story/stories represent a global news event and the mediation of an 'our' news or 'their' news perspective.

This section has shown a breakdown of each category of this coding schedule to delineate the approach to answer the research questions in relation to the specific theoretical framework. It must be noted that each category of the coding schedule operates in relation to the others and assists in determining relationships between categories.

Chapter Four: Summary

This chapter outlined the project's methodology, a systematic approach that combines both social constructivist and analytic-empirical approaches. This is done because the current project involves an analysis of existing examples of globalisation in news. Non-random/purposive sampling is used to select a relevant sample to answer the research questions. The content analysis method is incorporated because of its quantitative competencies, and because the interpretation of statistical data can provide a nuanced interpretation of findings. With this in mind, the coding schedule is shown to be the primary tool for content analysis because it assists in categorising the data into themes for both numerical and interpretive analysis, where the findings are discussed in Chapter Five.

CHAPTER FIVE

NATIONAL, GLOBAL AND COSMOPOLITAN OUTLOOKS: NUMERICAL AND INTERPRETIVE ANALYSIS OF SABC 3 AND e-TV NEWS

> The picture of the world presented in the news of every country's media is inevitably distorted [...but] what intrigues [...] are the hidden structural underpinnings that shape international coverage in news media (Wu, 2000: 110).

The statement above is an assertion that news is a construction of reality and not a reflection and points to the necessity to examine the form and content of news bulletins to provide insights into how reality is represented. This is a central aspect of the current project, being the interpretation of the mediation of global and moderate cosmopolitan perspectives in SABC 3 and e-TV national news broadcasts. The coding schedule explained in Chapter Four provided a framework to identify structural aspects of foreign news coverage in SABC 3 and e-TV, where this data was formulated into content analysis tables for SABC 3 (appendix b, pp. 119-121, appendix c, pp. 122-124, and appendix d, pp. 125-130) and e-TV (appendix e, pp. 131-134, appendix f, pp. 135-138, and appendix g, pp. 139-143). The data presented in these tables is used to make numerical and interpretive inferences in the present chapter about the mediation of global, 'glocal', and cosmopolitan outlooks in national news. Furthermore, the transcription of news items covering a particular news event in SABC 3 (appendix h, pp. 144-147) and e-TV (appendix i, pp. 148-152) is also analysed to offer an example of the construction of foreign news as global news.

The present chapter examines the influence of globalisation and the mediation of global, 'glocal' and cosmopolitan perspectives in a predominantly national orientation of SABC 3 and e-TV news in six sections. The first section interprets globalisation as uneven by analysing news sources, the representation of elite nations (Galtung and Ruge, 1965), and the inclusion of urban and rural locations in stories. The second section extends on the inclusion of urban and rural locations in stories by mapping national and cosmopolitan outlooks by analysing how places in news items are referred to. The third section interprets the influence of globalisation on the form and content of SABC 3 and e-TV bulletins by constructing a 'splace' that represents a 'glocal' perspective. The fourth section demonstrates the role of duty in news selection as occurring in national to global "spheres of value" (Held, 2002: 520). This section focuses on the inclusion of 'foreign' and 'regional' story types in SABC 3 and e-TV national news, by examining the operation of transnational news themes, the relationship

between good news (Harcup and O'Neill, 2001) and bad news (Galtung and Ruge, 1965), and the news value of cultural proximity (Galtung and Ruge, 1965). The fifth section articulates the representation of civil society in SABC 3 and e-TV foreign news, and analyses the inclusion of elite persons (Galtung and Ruge, 1965) or actors, and elite organisations (Boyd-Barrett, 2000) at national to global levels. Lastly, the sixth section examines one news event as an example used to understand general patterns regarding the representation of global risk society. This is achieved by analysing the words and footage used to mediate concepts of globality and global risk as an 'our' news perspective (Nossek, 2004), in relation to the representation of global civil society, and the promotion of risk cosmopolitan action.

Globalisation is Uneven: News Sources, Countries and Cities

Globalisation inflicts unevenness across the world, where disparities between developed and developing countries in areas of technology and resources are apparent. This is a relevant aspect in SABC 3 and e-TV news. By examining news sources, news locations, and the inclusion of urban and rural locations in news items, it is possible to understand how globalisation can construct uneven perceptions of reality in news.

News Sources: Developing Country Broadcasters and Wholesale News

Both national broadcasters operate in a developing country, where tight budgets and scarce technological resources (in comparison to developed countries) limit the amount of foreign correspondents situated across the globe. This creates a situation where the subscription to 'wholesale' news providers, or buying from 'retail' news sources, is more economical. This is evident in the analysis of news sources from both SABC 3 and e-TV in the categories of foreign (includes 'Foreign' and 'Local in Foreign' news) and regional (includes 'Regional' and 'Local in Regional' news). 'Foreign in Local' and 'Regional in Local' news categories are excluded from analysis here because both SABC 3 and e-TV have correspondents who are able to travel across South Africa for on site reporting, and so this category does not reveal news gathering beyond South Africa's borders.

Table 3: Foreign and Regional News Sources

News Sources (Foreign)	SABC 3 Total 34 News Items	e-TV Total 47 News Items
Unidentified	19	36
Broadcaster on site	8	0
No footage	1	0

File footage	1	2
Studio digital image	2	0
'Wholesale' news source	2	2
'Retail' news source	1	3
Other	0	4
News Sources (Regional)	**SABC 3 Total 10 News Items**	**e-TV Total 5 News Items**
Unidentified	5	4
Broadcaster on site	3	0
No footage	1	0
File footage	1	0
Studio digital image	0	0
'Wholesale' news source	0	0
'Retail' news source	0	1
Other	0	0

In table 3 the majority of foreign and regional news sources recorded in SABC 3 and e-TV news items are presented as unidentified, and e-TV highlights the highest incidence of this, because news sources are predominantly not attributed visually or verbally by both broadcasters. Even though these sources are classified as unidentified in the current research, it is still possible that these sources are not the broadcaster's own sources because the broadcaster's own footage is usually identified as such, for example by using an on site news presenter or correspondent. The three weeks analysed reveal e-TV does not have any on site footage beyond the nation's borders, although SABC 3 does, and this footage is identified by using an on site reporter. Here, the news value of composition (Galtung and Ruge, 1965) expresses the importance of both broadcasters' to have both visuals and sound for news items. This demonstrates that the form of television encourages a need to source footage from other providers (only SABC 3 has two news stories without footage, but digital background projections in studio are used instead).[10]

Only a few news sources are identified in both broadcasters, by using the categories of 'wholesale', 'retail' and 'other'. The identified news sources in the foreign 'wholesale' category are Reuters for both SABC 3 and e-TV, with none for regional news. In terms of identified foreign 'retail' news sources, SABC 3 includes Al'Jazeera (Arab), and e-TV

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[10]Two news items from SABC 3 without footage are relatively short news items (13 sec and 17 sec) so not using footage appears feasible.

includes DHA[11] (Turkish), 7 News (Australian), CCTV (Chinese), and Alalam (Arab). Only e-TV reveals a retail news source in the regional category, a Nigerian news broadcaster, but the logo is concealed in the news item. The only identified 'other' news sources are in e-TV's foreign news category, and include footage from NASA twice, MTV Europe, and amateur footage. This highlights e-TV's dependence on subscribing to other commercial providers outside of the primary news providers.

The categories of 'foreign' news and 'regional' news are occupied mainly by news sources outside of both broadcasters and this has particular outcomes for the worldview presented by both broadcasters. This highlights the unevenness between developing national broadcasters like SABC 3 and e-TV in relation to developed national broadcasters, in a reduced ability to source and have direct control over the content of footage outside of South Africa's borders. Also there is evidence of a changing situation to a study undertaken in 1985, where "western agencies" are positioned as "the second most important source of international news, coming after the home agency or own correspondent" (Sreberny-Mohammadi et al, 1985: 52-53). In contrast, the current project's findings suggest that "western agencies", predominantly wholesale news agencies, are selected as primary sources of foreign news over each broadcaster and each broadcaster's correspondents.

Developed and Developing Countries as News Locations

The intensity and spread of globalisation is also uneven in understanding the difference between representing developed and developing countries in SABC 3 and e-TV. The World Bank 'List of Economies (July 2006)'[12] classifies all World Bank member economies, and is used to determine which countries are developed and developing in news items. Economies are categorised by income group, ranging on a scale from low income (developing) to high income (developed) (World Bank, 2006). 'Wholesale' and 'retail' news sources are said to focus coverage in their markets, where services are subscribed to, resulting in developed countries, or Galtung and Ruge's (1965) news value of 'elite nations', being predominantly selected as news-making locations in contrast to developing countries. Formulating a comparative aspect with earlier research – Media Tenor (2005-2006) and Wu (2004/1995) – an assessment between SABC 3 and e-TV's overall top countries that receive foreign news

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[11]The DHA retail news source is identified along with a Reuters news source in one news item on e-TV.
[12]This classification system is to be phased out by 1 July 2007 because the World bank no longer "classifies countries by indebtedness level" (World Bank, 2006).

coverage is required. Using the inclusion of location's in the 'foreign', 'local in foreign', 'regional' and 'local in regional' story types, a comparison between the inclusion of developed and developing areas in foreign news coverage is possible. These countries are calculated in descending order, by recording the total number of times a location is present across news items. If there is an equal presence between two or more locations, then the total seconds dedicated to a news item in which a location is reported is used. Even though comparisons are being made with earlier studies, the present project is much smaller and differences in results must consider this factor.

Table 4: Top Countries Receiving Foreign News Coverage in Descending Order

	SABC 3	Total Counts	sec	e-TV	Total Counts	Sec
1	USA	11	-	USA	11	-
2	DRC	5	342	Iraq	5	-
3	Iraq	5	235	Palestine	4	-
4	China	4	-	Burundi	3	421
5	South Korea	2	226	France	3	231
6	Sudan	2	184	North Korea	3	193
7	Ivory Coast	2	166	Thailand	3	176
8	Iran	2	164	Iran	2	181
9	North Korea	2	149	Japan	2	166
10	India	2	135	India and Israel	2	146

In 1995 South African foreign news was dominated by America and Britain (Wu, 2004). Table 4 highlights after twelve years America is still an equally dominant location for foreign news for both SABC 3 and e-TV. Britain does not feature in this top ten and this may be because at the time of the current project no leading foreign news stories came from Britain. In terms of this table, the other developed countries include South Korea for SABC 3, and France, Japan, and Israel for e-TV, and all are considered elite nations. Media Tenor's (2005-2006) list of top ten countries is remarkably different to table 4. Media Tenor lists five developed countries or elite nations dominating SABC and e-TV news coverage (America; Australia; Great Britain; France; and Italy), whereas table 4 illustrates only two developed or elite nations for SABC 3 (America and South Korea) and four for e-TV (America; France; Japan; and Israel). Also Wu (2004), stipulates in 1995, that African countries receive preferential coverage in comparison to countries from other continents. The three weeks analysed in table 4 highlight African countries receive far less coverage in comparison to

other developing countries. Only three of the eight developing countries are African for SABC 3, and only one of the seven developing countries are African for e-TV. Still, SABC 3 covers African countries more representatively than e-TV.

Overall both broadcasters present a skewed worldview. The three weeks of foreign news evaluated here reveals that SABC 3 represents the United States, a developing country, as the most important news location, yet overall positions developing countries as more important news locations than developed areas. Almost half of the developing locations for SABC 3 are from Africa, positioning Africa as an important news focus. Since SABC 3 has the resources to position reporters in African countries, also sourcing news from other developing countries outside of Africa illustrates the influence of globalisation on news selection. Specifically, a reliance on retail or wholesale news sources rather than only using a broadcaster on site. In comparison, e-TV also represents the United States as a dominant developed news location, yet e-TV represents double the amount of developed countries (four) as news locations than SABC 3 (only two). This may be attributed to e-TV's greater reliance on wholesale news sources in relation to SABC 3. While e-TV like SABC 3 report on more developing countries than developed, countries from Africa receive spare coverage in comparison to SABC 3, since only one African country is selected as a prominent news location for e-TV in table 4. This may possibly be a feature of e-TV's reduced financial ability to send reporters on site across Africa, rather opting for the cheaper option of purchasing news from retail news sources from African countries or using file footage.

Analyses here illustrate developing countries (eight developing countries of ten for SABC 3 and seven of eleven for e-TV) receive more coverage than developed nations. This contrasts earlier findings about wholesale news sources focusing more reporting in elite nations. These developing countries may receive dominant news coverage because developing countries are often portrayed as "hot spots" or "trouble spots" by wholesale sources (Sreberny-Mohammadi et al, 1985: 52-53). Furthermore, since bad news sells, it may appear this is a possible reason for including developing countries more than developed countries in the foreign news category for both SABC 3 and e-TV (elaborated further, pp. 72-74). This suggests that elite nations are not receiving prominent attention during these weeks analysed because the developing areas have been more consistent global news-makers during this time, for example in reference to the Iraqi war and the Palestine and Israeli conflict.

News Locations: Urban bias

Besides these findings, the influence of globalisation on foreign news selection results in a focus on urban areas or cities in developed and developing countries as settings for news stories rather than rural areas. This factor can be attributed to the influence of market imperatives. This is because market imperatives influence broadcasters to report on news in areas where key audiences reside, and where infrastructure to report the news is available. Figure 2 outlines the different types of news story locations across all story type categories, and refers to category ten of the coding schedule. The totals in figure 2 are converted into percents because more than one country, city, place and so forth may be included as a location in one news item. The table below interprets the category of 'urban' to include cities and towns, and places in or associated with urban areas, whereas the category 'rural' includes agricultural and subsistence areas. The 'other'[13] category includes places with no link to urban and rural locations, as well as provinces, countries or states.

Figure 2: Table and Graphical Representation of Urban and Rural Locations

Urban and Rural Locations				
	SABC 3	%	e-TV	%
Country	18	28	24	34
Country and province/state	0	-	1	1
Country and City	19	29	12	17
Country and town	0	-	5	7
Country and rural	0	-	0	-
Country and place	1	2	5	7
Place	2	3	6	9
Place and province/state	0	-	0	-
Place and city	10	15	4	6
Place and town	0	-	1	1
Place and rural	0	-	0	-
Province/state	1	2	3	5
City	12	18	8	11
town	2	3	1	1
Rural	0	-	0	-
other	0	-	1	1
Total	65	100	71	100

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[13] Only e-TV has one 'other' category location and this place is the international space station in space.
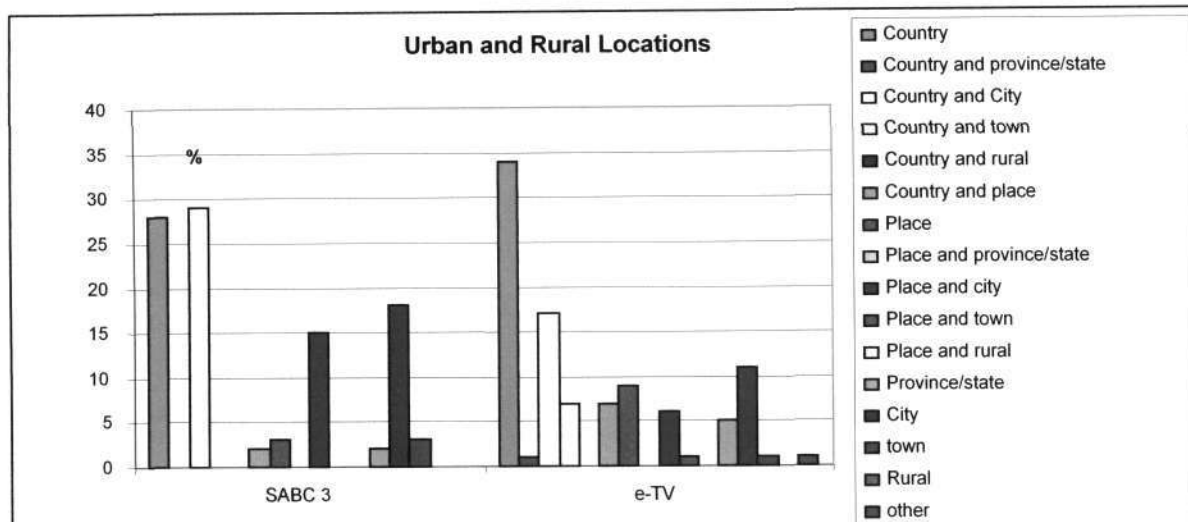
Figure 2 demonstrates the reporting of news locations by both SABC 3 and e-TV news is influenced by global factors, specifically the selection of news stories from urban areas rather than rural areas. In total, SABC 3 represents 70% of reporting in urban areas (62% of this urban focus includes cities; towns 3% and places situated in or associated with cities 5%), while e-TV represents 59% of news items from urban areas (34% of this urban focus includes cities; towns 9%, and places situated in or associated with cities 16%).[14] Overall, there is not one rural location represented by both broadcasters in the three weeks of foreign news analysed. This can indicate globalisation's influence resulting in rural areas not being represented enough in foreign news because wholesale news sources focus news selection from "[capitals] and big cities" (Boyd-Barrett, 2000: 315). This is possibly since the cosmopolitan orientation of globalisation encourages the selection of news from the cultural hubs of cities not found in rural areas. This finding reaffirms globalisation's influence of an urban bias in foreign news (Boyd-Barrett, 2000: 315).

Places: Mapping Social Reality in News

Different variations of place are projected in national television news because these representations of place are informed by a national *and* global and/or cosmopolitan worldview simultaneously. One approach to understand the extent of globalisation's influence on SABC 3 and e-TV national television news is to examine how both broadcasters describe news locations in news items using a predominantly national or global and cosmopolitan outlook.

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[14]Places situated in or associated with cities for SABC 3 include a court room in Iraq once; and SABC 3's news studio twice. For e-TV, places include NASA headquarters in America; a journalists office in France; a laboratory in Britain; a laboratory in an unspecified country in the European Union; an Australian Zoo; Google headquarters; UN headquarters; NASA headquarters; the V&A Waterfront in Cape Town; and the e-TV news studio.

Locations: National and Cosmopolitan Constructions

Figure 2 (p. 54), illustrates locations or places in news items, and the analysis of these locations illustrates the mapping of social reality across the world in SABC 3 and e-TV foreign news. At this point figure 3 provides a graphical summary of figure 2, by using news locations as markers to identify national, global and cosmopolitan outlooks.

Figure 3: Graphical Representation of the Classification of Places in News Items
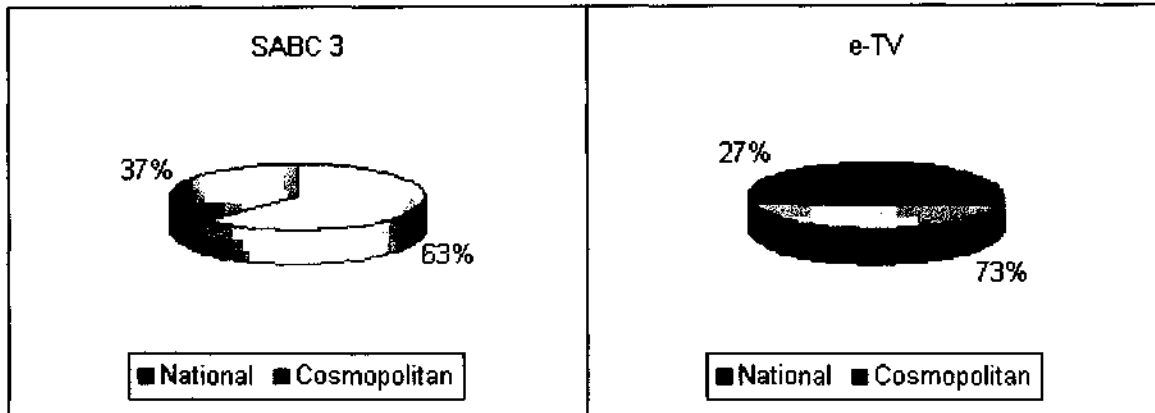
A national outlook comprises the identification of place by country, state/province, city, and town. Figure 3 demonstrates that e-TV prevalently identifies news locations with a national outlook, with 52 locations at 73%, while SABC 3 follows with 41 locations at 63%. e-TV's national outlook identifies place predominantly by 'country' (24 times), secondly by 'country and city' (12 times), thirdly by 'country and place' (5 times), fourthly by 'country and town' (4 times), fifthly by 'province/state' (3 times), and sixthly by 'place and town' once, 'town' once, and 'country and province' once.[15] SABC 3's national outlook also identifies place predominantly by 'country' (17 times) and 'country and city' (15 times) like

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[15]e-TV identifies place by 'country': the USA; Hungary; Thailand; France; Venezuela; Australia; Israel; China; India; France; North Korea; Japan; Dominican Republic; South Korea; Iraq; Bangladesh; Philippines; Turkey; Iran twice; Gaza (Palestinian territory); Iraq; DRC; and Burundi. Secondly, 'country and province' includes Afghanistan, Uruzgan province. Thirdly, 'country and city' consists of Thailand, Bangkok; Hungary, Budapest; North Korea, Pyongyang; Japan, Maizuru; Israel, Sderot ; Iraq, Baghdad, Tahir, Dujail and Tekreet; India, New Delhi; China, Beijing ; Nigeria, Abuja; Ivory Coast, Abidjan and Burundi, Bujumbura. Fourthly, 'country and town' includes in the Palestine territories, Tulkarem and Nabulus; North Korea, Pyongyang; Gaza (Palestinian territory), Beit Hanun twice; and Iraq, Basra. Fifthly, 'country and place' is identified as the USA, NASA; France, journalist office; Britain, laboratory; unspecified country in European Union, laboratory, and Australia, Australian Zoo. Sixthly, 'place and town' is represented as a hospital in Tugela Ferry (South Africa). Seventh, the 'province/state' category includes Kentucky; Missouri, and Illinois, as well as the category of 'town' being Manhattan in New York city. SABC 3 identifies place by 'country': North Korea; Dominican Republic; Bangladesh; Brazil; Israel; Gaza strip; America; Iran; South Africa; Ivory Coast twice; DRC three times; Burundi; Liberia; Sudan and Namibia. Secondly, by 'country and city': France, Paris; Iraq, Baghdad four times; Lebanon, Beirut; North Korea, Pyongyang; South Korea, Seoul; Japan, Maizuru; Iran, Tehran; Australia, Lisbon; India, New Delhi; China, Beijing three times; Somalia, Baidoa; Nigeria, Abuja, and DRC, Kinshasa. Thirdly, towns include Soweto and Hout Bay, fourthly 'country and place' includes Iraq, court room, and 'province' being the Eastern Cape.

e-TV, but thirdly by 'town' (twice), fourthly by 'country and place' once, and 'province' once.

In contrast to this predominantly national outlook, a global interpretation of place is understood as transnational (Scholte, 2000: 46) by crossing national borders rather focusing on country borders. Although figure 3 has highlighted a national outlook as being a dominant method to categorise social reality in news, a cosmopolitan perspective is also present in news items (SABC 3 with 24 locations at 37% and e-TV with 19 locations at 27%).

A cosmopolitan perspective identifies place in news items as places of action, and not primarily linked to one country. These are places with an international or global appeal. News location categories of 'place' and 'place and city' from figure 2 represent this. The e-TV news broadcast studio is identified once as a place, while SABC 3's news broadcast studio is identified twice as news locations for follow up debate on particular stories. Each broadcaster's studio serves as a national and cosmopolitan space to present both local and foreign news. Besides this, e-TV also has five more cosmopolitan news location 'places' than SABC 3. These locations include: Google headquarters; NASA; V & A Waterfront; the United Nations headquarters represented twice, and the international space station (figure 2 'other' category). Both SABC 3 and e-TV identify similar locations for the 'place and city' category – United Nations, New York – with SABC 3 including this location prevalently more (ten times) in comparison to e-TV (four times). The United Nations headquarters is a dominant 'place' category across the three weeks analysed and is represented as a global and cosmopolitan place. This is because five of the six main UN organs, being the General Assembly; Security Council; Economic and Social Council; Trusteeship Council, and Secretariat, are situated at these headquarters in New York, while the International Court of Justice is situated in the Hague. The UN highlights an example of a global organisation situated in urban cities of the world (Nielsen, 2005), like New York. The UN is a global space because UN policies formulated influence nations and citizens across the world, and takes decision making away from only two or more states (international) to many representatives from governments of different countries, all thinking together in one place (headquarters) about solutions to national and global problems.

A cosmopolitan perspective is present where urban centres across the world receive coverage without specific reference to a country. While cities are situated in countries, cities

become cosmopolitan when the city stands for the nation (Boyd-Barrett, 2000: 315). The news location category 'city' in figure 2 is evidence of this. SABC 3 has twelve news items where cities are primary news locations and stand for the nation, being: Seoul for South Korea and Gaza city for the Palestine territories abroad; Tshwane (also referred to as Pretoria), and Cape Town five times; and Johannesburg three times for South Africa locally. e-TV has eight news items where cities stand for the nation, being Madrid in Spain; New York in the USA, and Copenhagen in Denmark for abroad; and Tshwane and Cape Town twice; and Johannesburg once, for South Africa locally. These cities provide an example of a complex network, or "network society" (Castells, 2001: 155), of cities across the world, where the category of 'city' outside of South Africa are mostly from developed countries (except for Gaza in Palestine territories), and are recognised as global cities. This highlights the influence of globalisation on news locations where cosmopolitan influence encourages the 'nation' to become associated with images of the 'capital' or the 'urban'" (Boyd-Barrett, 2000: 315).

Figure 3 illustrates a cosmopolitan outlook in news locations is less than places with a national outlook. While a national outlook is still a dominant perspective for both broadcasters, a cosmopolitan outlook is evident and is identified by 'place', 'place and city' and 'city' categories. Cosmopolitan places (including the headquarters of global organisations rather than only cities) may be represented to a less extent than national places since global organisations have only gained recent recognition due to globalisation's influence on news, in comparison to a long history that relied on the categorisation of social reality in news as dominated by nations or governments (Shaw, 1994: 178). Furthermore, these findings may illustrate what Beck describes as a compulsion to distinguish in global times (2004: 147). This is because globalisation is eroding boundaries between nations and results in a greater need to distinguish between different nations in news bulletins because the world is now represented as a collage of places in broadcasts. This notion is better explained by analysing the function of 'splace' and 'glocalisation' in news broadcasts.

Bulletins as 'Splace' in Representing 'Glocalisation'

Both SABC 3 and e-TV news bulletins are a representation of 'splace' (Rantanen, 2005: 55), a broadcast space for weaving between local, regional and foreign places of the world in bulletins. This news space illustrates how news from abroad is mediated in a local context of national news, and demonstrates how news items about local and global events become a mediated collage to make sense of daily happenings. By including news items from different

places of the world, both SABC 3 and e-TV authenticate what news and what places outside South Africa are as important as local news by including this foreign news in bulletins. This creates a 'glocal' notion of reality in news, being how foreign (international) events and global events are also framed as being important in local or national daily life. This 'glocal' aspect is analysed in the beginning of SABC 3 and e-TV bulletins (form) and news item story types (content).

'glocal' Form of Bulletins

'glocal' form refers to the bulletin structure of both broadcasters. This includes the examination of headline overviews (figure 4) and headline and general news (figure 5). This is done to interpret what differences in importance both broadcasters give to local and foreign news by examining the placement of news items in these different parts of each bulletin, and analysing how much time is dedicated to each.

Figure 4: Table and Graphical Representation of 'glocal' Form (Headline Overviews)

'glocal' Form (Headline Overviews)				
	SABC 3	**%**	**e-TV**	**%**
Local in headline overviews	55	87	51	81
Regional in headline overviews	0	-	2	3
Foreign in headline overviews	8	13	10	16
Total	63	100	63	100
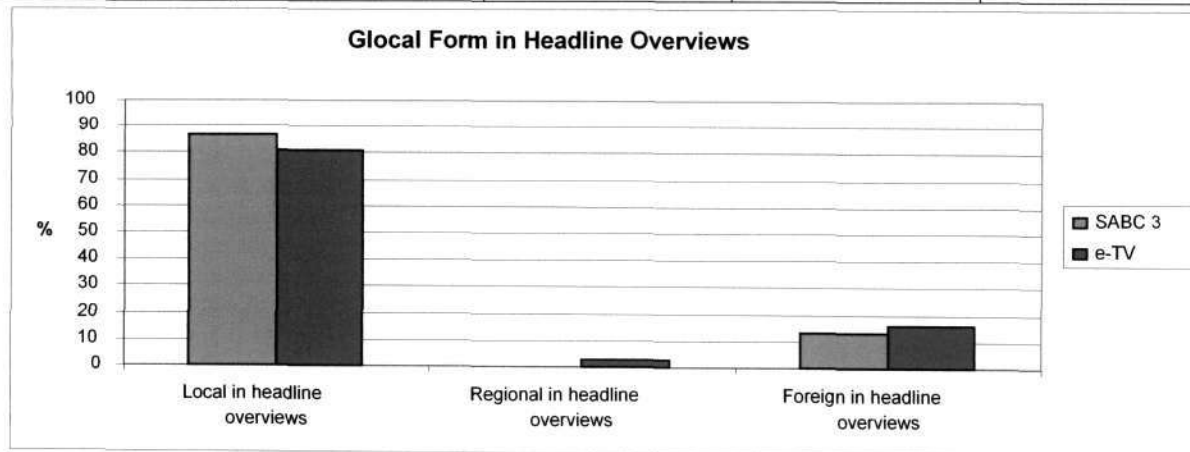
Headline overviews during the opening of each bulletin provide a summary of the top news stories or the most important news stories for each day. Figure 4 highlights that local

news dominates headline overviews, with foreign news stories only making headline summaries at a low 13% for SABC 3 and 16% for e-TV. This illustrates that foreign stories rarely make headline overviews and reduces the importance of foreign news in comparison to local stories.

Following headline overviews is headline news, and this includes the most newsworthy stories of each day. When foreign news is included in headline news this signals the significance of these news stories. Following headline news in bulletins is general news, and general news consists of the important stories of each day except there are fewer in comparison to headline news. Figure 5 below outlines the dispersion of foreign and local news items in the headline and general news sections of SABC 3 and e-TV bulletins.

Figure 5: Table and Graphical Representation of 'glocal' Form (Headline and General News)

'glocal' Form				
Headline News	**SABC 3**	**%**	**e-TV**	**%**
Local in headlines	94	80	71	85
Regional in headlines	2	2	2	2
Foreign in headlines	21	18	11	13
Total	117	100	84	100
General News	**SABC 3**	**%**	**e-TV**	**%**
Local in general	57	63	31	40
Regional in general	10	11	3	4
Foreign in general	23	26	43	56
Total	90	100	77	100

'glocal' Form in General News
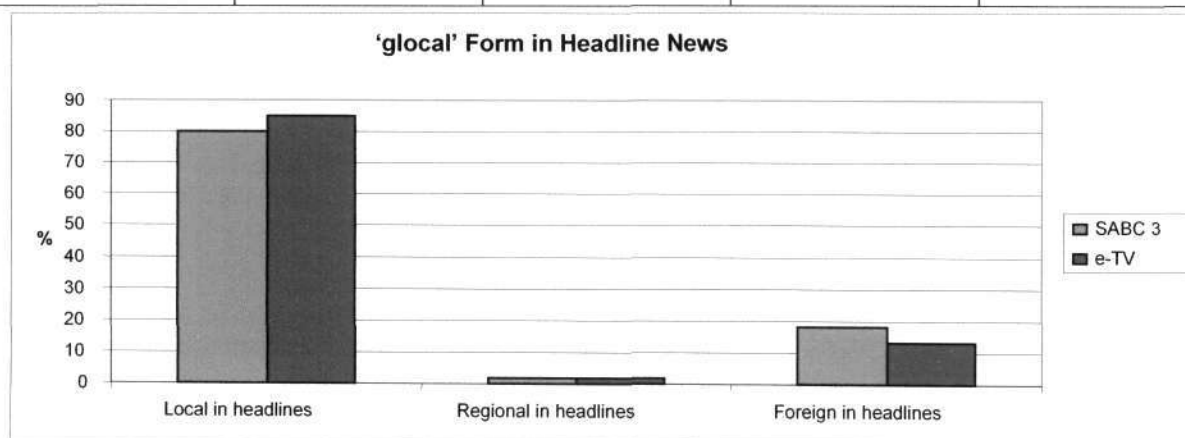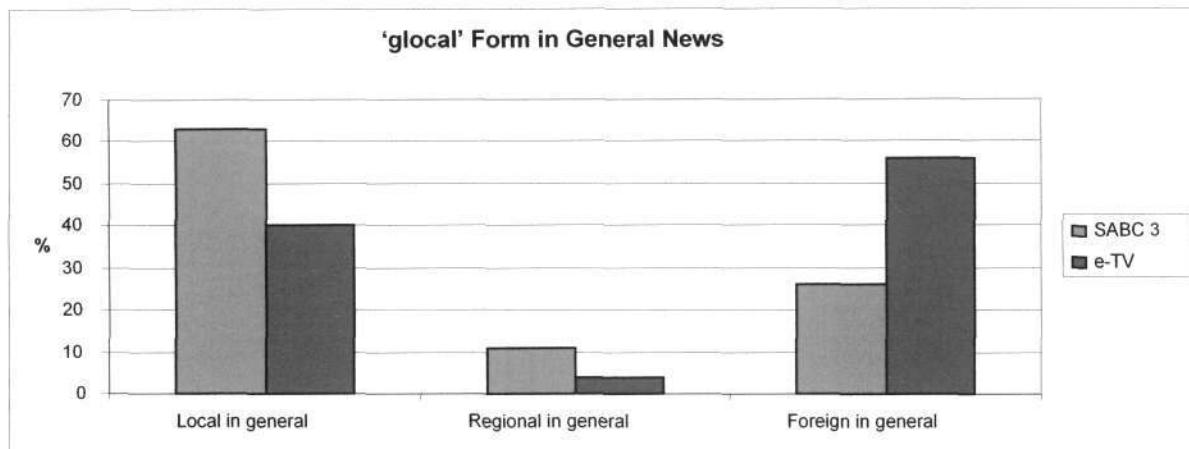
Figure 5 illustrates the headline news section for each broadcaster's bulletin is dominated by local news at 80% of headlines for SABC 3 and e-TV with even more local news at 85%. Even though foreign news is included in headline news, foreign news represents less than one quarter of headlines, with 20% for SABC 3 (2% regional and 18% foreign) and only 16% for e-TV (4% regional and 12% foreign). If headline news contains the most important news stories of each bulletin, then each broadcaster clearly identifies local issues and events as more significant than foreign stories (and e-TV reinforces this even more than SABC 3). The examination of general news repeats similar patterns. Once again local news dominates this section for SABC 3 at 63%, except foreign news is included more in general news at 37% of broadcast time (17 percentage points more than the 20% in headline news). In contrast, foreign news dominates general news for e-TV, with 60% of foreign news items in this section (45 percentage points more than the 15% in headline news). Since SABC 3 represents local news more in both headline and general sections, this maintains that SABC 3 represents a dominantly local or national worldview in bulletins. Figure 5 highlights e-TV represents a similar position because most of the foreign news is included in general news, a bulletin section that is less important than headline news.

Besides bulletin structure, threshold news value (Galtung and Ruge, 1965), being a typical balance between local and foreign news in broadcasts, can be calculated from the total broadcast time allotted to local and foreign news rather than only the total number of news items. The threshold news value allows for comparison with an earlier study undertaken by Conradie and associated researchers in 1999. While this past study done in 1999 analysed more broadcast time (72 hours) than the present study, general patterns of news coverage can still be interpreted.

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Figure 6: Table and Graphical Representation of Changes in Threshold Value between Local and Foreign Total Broadcast Times

Threshold Values								
	1999		**2006**		**1999**		**2006**	
	SABC 3		**SABC 3**		**e-TV**		**e-TV**	
	Sec	**%**	**Sec**	**%**	**Sec**	**%**	**Sec**	**%**
Local	25 397	65	13 204	77	23 269	64	9 824	69
Foreign	13 721	35	3 959	23	12 841	36	4 444	31
Total	39 118	100	17 163	100	36 110	100	14 268	100
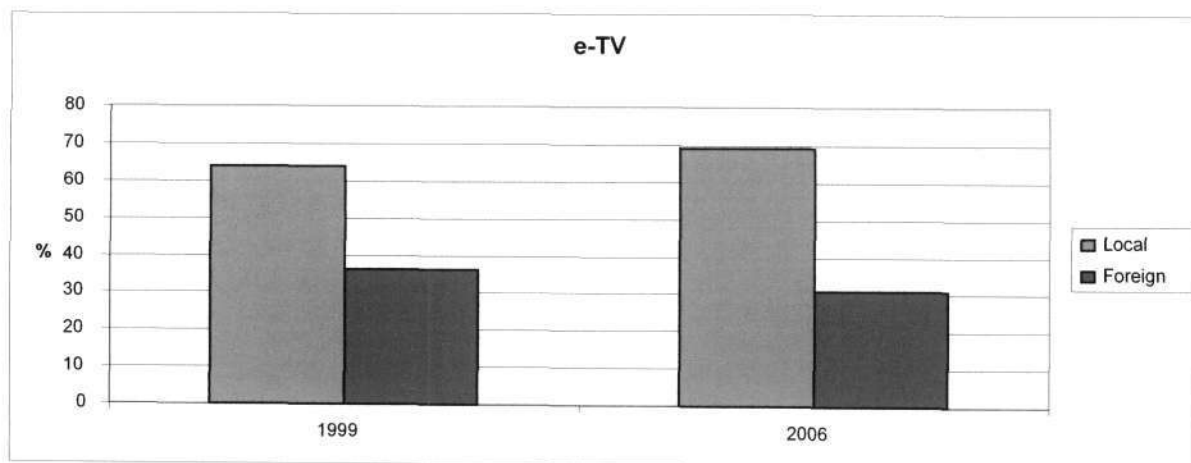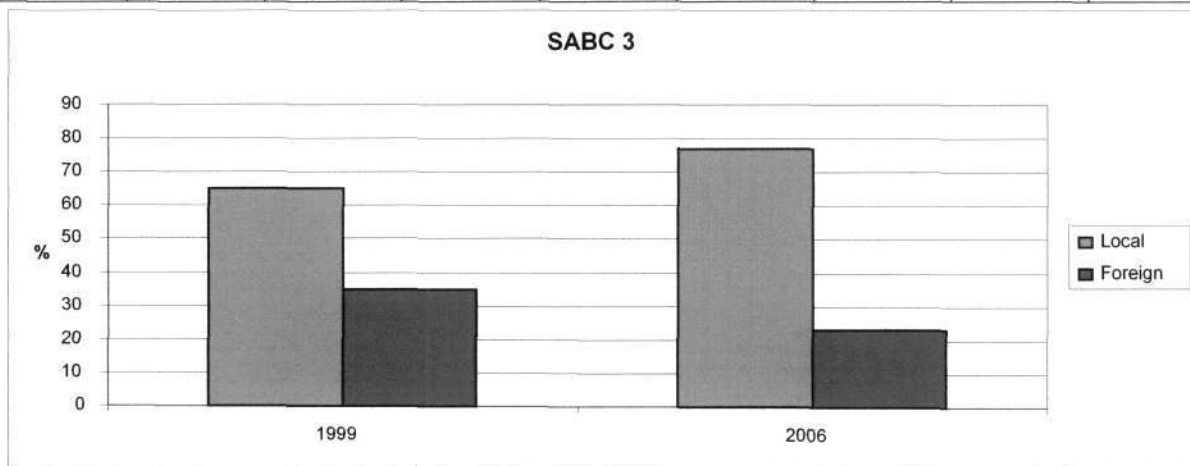
In 1999, the threshold value of SABC 3 news broadcasts was recorded as 65% of broadcast time dedicated to local news and 35% dedicated to foreign news. In 2006, the three weeks analysed reveal a change in this threshold value with a marked increase in local news, at 77%, decreasing foreign news coverage, at 23%. After eight years of global influence it appears SABC 3 still represents more broadcast time dedicated to local news rather than foreign news. Similarly in 1999, the threshold value of e-TV news broadcasts is 64% dedicated to local news and 36% dedicated to foreign news. While in 2006, there is a slight increase in local news at 69% and a minimal decrease in foreign news at 31%.

Even in global times, both broadcasters still dedicate more broadcast time to local news rather than foreign news.[16] Furthermore, SABC 3 illustrates a prevalent change in eight years, with local news coverage increasing by 12 percentage points whereas e-TV local news coverage increases only by 5 percentage points. This may be attributed to the influence of globalisation on national news where SABC 3 and e-TV (although there are less) selectively aim to drive a more local focus in bulletins, positioning each broadcaster as a niche market competing against each other and amongst other television news choices available to upper LSM[17] South African audiences (for example global satellite choices such as BBC World, CNN and so forth). The threshold value between local and foreign news for both broadcasters in bulletins examined provides a ratio of 77/23 for SABC 3 and 69/31 for e-TV. This threshold value highlights e-TV represents slightly more foreign news and a greater representation of events from abroad than SABC 3. This may be attributed to e-TV's reliance on cheaper wholesale news sources resulting in more foreign news being selected for inclusion in bulletins.

'glocal' Content in Bulletins

Besides 'glocal' form of bulletins there are also news items representing 'glocal' content. 'glocal' content of story types explains how local news is integrated with foreign news and vice versa in one news item instead of across news items. This aspect is signified in the story type coding categories of 'local in foreign'; 'foreign in local'; 'local in regional', and 'regional in local' in figure 7.

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[16]Appendices: b; c; d; e; f, and g, only record foreign news items so a summary of the total amount of local news items and broadcasting times recorded is provided here. Local news broadcasting time for SABC 3 in 2006 amounts to 13 204 seconds in comparison to 3959 seconds dedicated to foreign news. Sample one, 18-24 September 2006, contains 35 local news items in headline news at a total of 3142 seconds, and 16 local news items in general news amounting to 1294 seconds. Sample two, 9-15 October 2006, incorporates 34 local news items in headline news at 2968 seconds, and 23 local news items in general news totaling 1779 seconds. Sample three, 30 October to 5 November 2006, includes 25 local news stories in headline news at a total of 2738 seconds, and 18 local news items in general news amounting to 1283 seconds. For e-TV total local news broadcasting time allocation in 2006 is 9824 seconds in comparison to 4444 seconds of foreign news. e-TV sample one, includes 25 local news items in headline news at 2633 seconds, and 9 local news items in general news totaling 933 seconds. Sample two, comprises 24 local news items in headline news amounting to 2366 seconds, and 13 local news items in general news at 1133 seconds. Sample three, contains 22 local news items in headline news totaling 2089 seconds, and 9 local news items in general news amounting to 797 seconds.

[17]LSM is an acronym for the living standards measure, a calculation used by the advertising industry in South Africa to differentiate the market into segments that signify different standard of living, using household income and so forth.

Figure 7: Table and Graphical Representation of News Item Story Types

	SABC 3	% Total News	% Total Foreign	e-TV	% Total News	% Total Foreign
Story Types (Content)						
Foreign	24	12	43	43	27	73
Foreign in local	10	5	18	7	4	12
Local in foreign	10	5	18	4	3	7
Regional	9	4	16	2	1	3
Regional in local	3	1	5	0	-	-
Local in regional	0	-	-	3	2	5
Total Foreign	56	27	100	59	37	100
Total Local	151	73		102	63	
Total News	207	100		161	100	

Total News Content

Total Foreign News Content
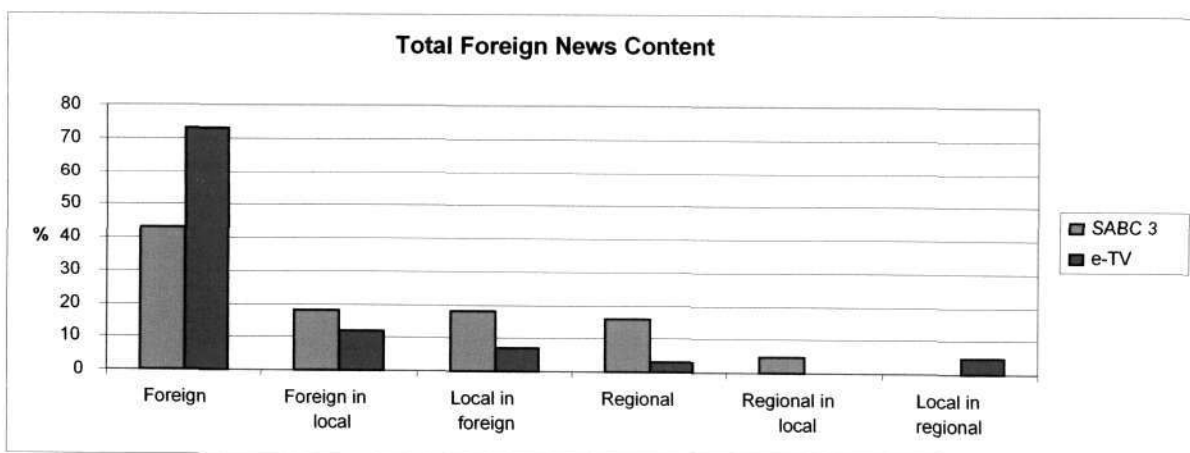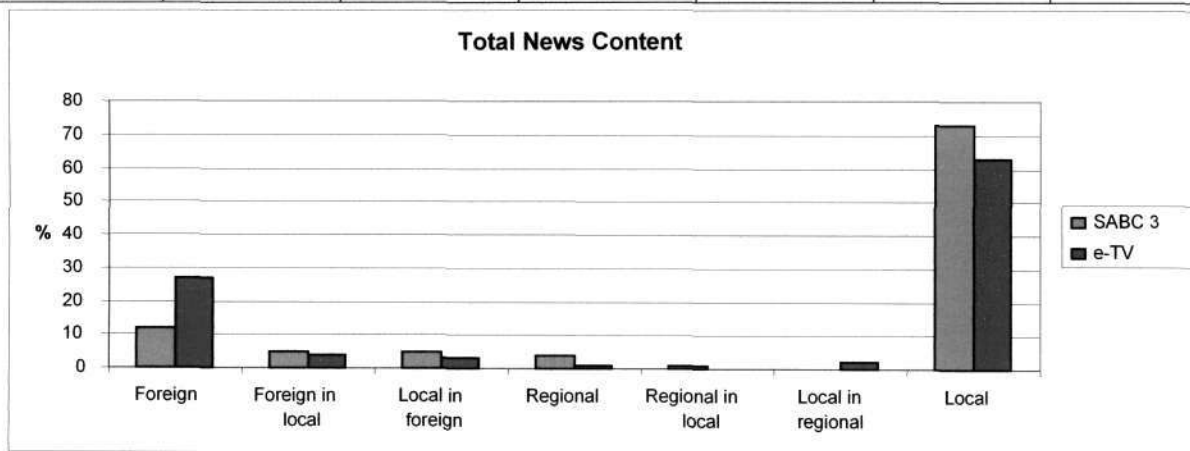
Story types that illustrate possibilities of being 'glocal' (figure 7) only characterise 41% of SABC 3's total foreign news coverage (18% + 18% + 5%), and in comparison characterise a dismal 24% of e-TV's total foreign news coverage (12% + 7% + 5%). This supports Conradie *et al*'s (1999) analysis that SABC news has more foreign news than e-TV

with a "South African connection". Except, what the Conradie study does not elaborate on is that a news item is not 'glocal' only by inclusion in this South Africa-abroad category, because there is a notable difference between 'glocal' news and international news. International news is about relations between two or more countries and is not necessarily 'glocal'. The current project interprets 'glocal' story types as not only representing a focus on relations between nations and governments but rather on the representation of South African relations (government and non-governmental) with global organisations, or even events and issues in or relating to global places rather than only nations. This different definition of 'glocal' story types results in even fewer news items in this category that represent 'glocalisation' (figure 8).

Figure 8: Table and Graphical Representation of the Comparison between 'glocal' and International News in South Africa-abroad Story Types

South Africa-abroad Story Types (Content)				
	SABC 3		e-TV	
	'glocal'	International	'glocal'	International
Local in foreign	5	5	1	3
Foreign in local	4	6	5	2
Regional in local	0	3	-	-
Local in regional	-	-	0	3
Total	9	14	6	8
Total items	23	23	14	14
percentage	**39%**	**61%**	**43%**	**57%**
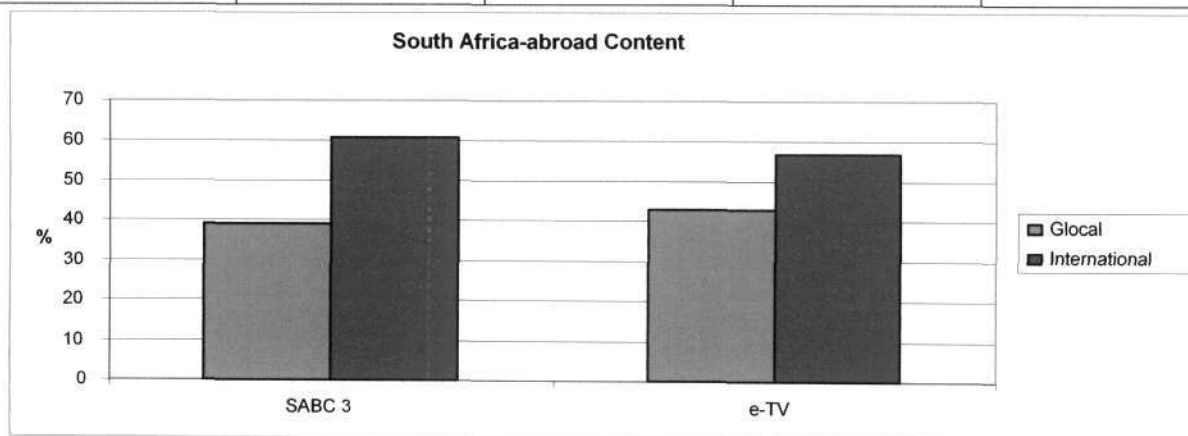
Only 39% of South Africa-abroad categories for SABC 3 are 'glocal' while the remaining can be classified as international. In comparison, e-TV represents slightly more 'glocal' news at 43% of South Africa-abroad categories, even though there are fewer South Africa-aboard story types. While both broadcasters have different news content in the South

Africa-abroad story type categories, there are similarities between SABC 3 and e-TV regarding the representation of 'glocal' reality. This is done by constructing a relationship between South Africa as a nation working with global organisations (the news value of elite global organisation, adapted from Boyd-Barrett, 2000). For SABC 3 this includes six news items relating to the UN, and one news item relating to the WHO (World Health Organisation); and for e-TV one item each about the WHO and the CDC (Centre for Disease Control), the UN, and the World Bank, as well as the global organisation and music channel MTV (MTV European Music Awards). Another way that 'glocal' reality is presented is by relating South Africa in relation to global events and issues, where SABC 3 highlights the events of World Car Free Day and the award of an Amnesty International Award. In contrast e-TV refers to one event being the setting of a new Guinness World Record, and one global environmental issue.[18]

Besides these examples of 'glocal' perspectives in the South Africa-abroad story type categories, the remaining news items for both broadcasters reflect a prevalently international notion of reality, with 61% of SABC 3 and 57% of e-TV news items indicating this.[19] Each

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[18]For SABC 3 five news items (item 2; 5; 6; 10, and 29) for 'local in foreign' are 'glocal' by stipulating relations between South Africa – represented by Thabo Mbeki (South African president) – and a global organisation, the UN, where action occurs at a global level in a global place (UN headquarters, New York city). Four news items for 'foreign in local' are 'glocal' in different ways. News item 1 involves foreign action of a global organisation – World Health Organisation (WHO) – locally. News item 8 specifies South Africa's president address to global organisation (United Nations) put in context in SABC studio. News item 13 describes a global event (World Car Free Day) interpreted in a local context of Cape Town city. Lastly news item 38 describes Mandela (South Africa's first democratic president) being awarded a global award (Amnesty International Ambassador of Conscience Award) in Johannesburg city. For e-TV one news item within 'local in foreign' is 'glocal', news item 48, by reporting on a South African music band winning an award at the European Music Awards, a subsidiary of MTV (Music Television) a global music channel. Five news items within 'foreign in local' news are 'glocal' in various ways. News item 10 relates intervention of global health organisations, WHO and Centre for Disease Control (CDC) in a Tuberculosis health problem in Tugela Ferry, KwaZulu-Natal. News item 21 is a studio discussion aligning South Africa's position with the UN, a global organisation, on the North Korean nuclear crisis. News item 41 summarises the World Bank (a global loan organisation for developing countries) approval of Africa's economic growth, with South Africa a leading country. News item 58 describes a global environmental problem (over-fishing) in a local context (Cape Town perlemoen poaching). Lastly news item 59 explains Durban contestants winning two world records in a global competition, Guinness World Records, organised by an organisation with global accreditation.

[19]For SABC 3 this includes five 'local in foreign' news items: news item 23, relations between Herschelle Gibbs (South African cricket player) and New Delhi police (national institution); news item 41 and 56, relations between the nations of South Africa and China (China-Africa summit); news item 42, South African (national citizen) killed in Iraq (nation); news item 48, trade between nations, South Africa (as part of Africa) and China. Secondly 'foreign in local' – news item 7, the Africa Aerospace show (local event about national armies); news item 11 and 21, trade relations between the nations of South Africa and China; news item 17, relations between a Dutch national citizen providing funding in Soweto (nation); news item 31, a Danish marine expedition arrives in Cape Town, and lastly news item 47, Lions from a French circus taken back to South Africa. Thirdly 'regional in local' – news item 12, relations between South African broadcasters across Africa; news item 37, the Africa Forum of African nations in Johannesburg, and lastly news item 46, a former Nigerian governor's (elite national person) property investment in South Africa. e-TV's 'local in foreign' category has three international news

of these items are international in three ways: by representing relations between two or more nations where one nation is South Africa; by representing relations between one or more nations and national organisations, where one of either is South African, and by illustrating relations between nation/s and national actor/s, where one of either is South African.

The analysis demonstrates that SABC 3 and e-TV provide a 'splace' to represent 'glocalisation' in the form and content of bulletins. The form of bulletin structure for SABC 3 and e-TV mediates the importance given to local and foreign news by the placement in headline overviews, headline news and general sections. Also the broadcast time allotted to local and foreign news items in bulletins indicates a threshold value between local and foreign news on both SABC 3 and e-TV. Besides this, 'glocal' content of story types in bulletins highlights specific news items with a 'glocal' construction, but on closer examination even these categories are further analysed to reveal that less than half of South Africa-abroad news story types are 'glocal' whereas the remaining are still distinctly national or international in scope. These findings reinforce an earlier study undertaken by Wallis and Baran where there is evidence of a "sliding scale between news that is domestic and news that is foreign" (1990: 170). While form of bulletins contains a sliding scale between news that is local, regional, and foreign, there is also a sliding scale in the story type content of news items, and this sliding scale is represented even further by analysing the specific story type content with a South Africa-abroad connection as highlighting sliding scales between 'glocal' and international content. Overall, the representation of a 'glocal' reality in the South Africa-abroad story types in SABC 3 and e-TV news assists in rethinking binary oppositions between local and foreign news.

Duty: National, International and Global 'Spheres of Value'

Duty is about obligations (Tulloch, 1993: 458) and SABC 3 and e-TV are both national and commercial television news broadcasters. This situates one of the obligations of each broadcaster being a duty to report to South African citizens as an audience. This duty includes reporting on what each broadcaster deems important for South African national

items: news item 30, Herschelle Gibbs (South African national person) and New Delhi police (national organisation); news item 49, a South African (actor) in Iraq (nation); and news item 55, trade between China and the nations of Africa. Secondly 'foreign in local' represents two international stories: news item 9, elite national organisations, property developers from Dubai and England's investment in the V&A Waterfront, and news item 27, relations between nations of regions of Eastern Europe and Central Asia. Lastly the 'local in regional' category has three news items that highlight an international perspective. News items 40, 43 and 52 illustrate relations between a national organisation, the South African National Defence Force (SANDF) and the nation of Burundi.

citizens to know, in relation to attracting a large audience for advertisers, to compete with other global news services such as CNN International and BBC World (on DStv). While SABC 3 and e-TV's audience is local, South Africa is not an isolated country and its news audience is interested in newsworthy events beyond South Africa's borders, regionally, internationally and globally. Since both are SABC 3 and e-TV are national broadcasters it is useful to analyse how the influence of globalisation is a factor in the mediation of 'bonds' (Rèe, 1996) or 'affiliations' (Held, 2002) with others outside the nation in news items. An important factor in this analysis is the examination of the development of 'bonds' or 'affiliations' with news items without a specific South Africa-abroad connection (detailed in the previous section), and this includes a focus only on 'foreign' and 'regional' story types.

Foreign News Selection: Transnational News Themes

Selection of 'foreign' and 'regional' news items is identified in three ways that demonstrate relations with 'others' outside South Africa. Firstly, by the transnational news themes of security/governance, health, and environment, which apply at a national and global level. Secondly, by the news values of negative news (Galtung and Ruge, 1965), including the unexpectedness news value, and good news (Harcup and O'Neill, 2001), and this includes the celebrity and entertainment news values. Thirdly, all 'foreign' and 'regional' news items are interpreted using the cultural proximity news value (Galtung and Ruge, 1965), and this is done to demonstrate ethnic, economic, regional, and political ties with South Africa.

Figure 9: Table and Graphical Representation of Transnational News Themes in 'Foreign' and 'Regional' Stories

Transnational News Themes and News Values								
	SABC 3				e-TV			
	Foreign	%	Regional	%	Foreign	%	Regional	%
Security / governance		79		78		67		0
National	8	33	6	67	16	37	-	-
International	3	13	1	11	4	9	-	-
Global	8	33	-	-	9	21	-	-
Health		4				4		50
National	1	4	-	-	1	2	1	50
International	-	-	-	-	-	-	-	-
Global	-	-	-	-	1	2	-	-

Environment		0					9		
National	-	-	-	-	4	9	-	-
International	-	-	-	-	-	-	-	-
Global	-	-	-	-	-	-	-	-
Other	4	**16**	2	**22**	8	**18**	1	**50**
Entertainment								
National	1	4	-	-	1	2	-	-
International	-	-	-	-	-	-	-	-
Global	2	8	-	-	3	7	-	-
Celebrity								
National	-	-	-	-	-	-	-	-
International	-	-	-	-	-	-	-	-
Global	-	-	-	-	-	-	-	-
Unexpectedness								
National	1	4	1	11	4	9	1	50
International	-	-	1	11	-	-	-	-
Global	-	-	-	-	-	-	-	-
Total	24	99	9	100	43	98	2	100

SABC 3

e-TV
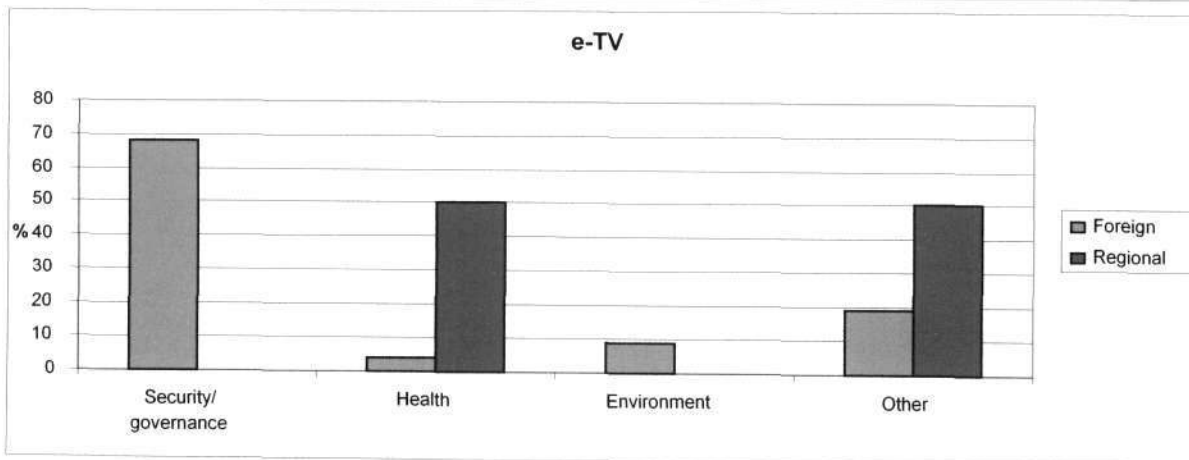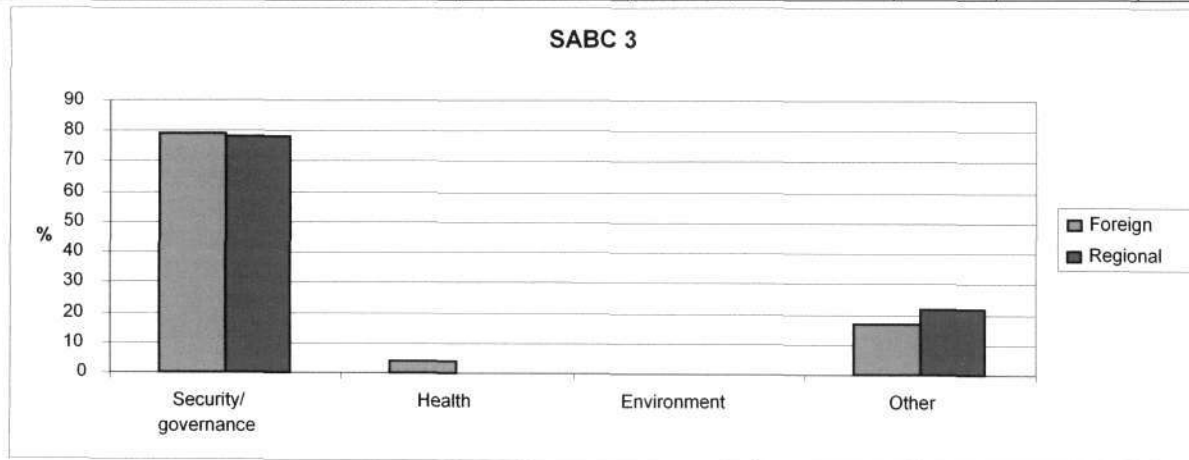
Figure 9 highlights transnational news themes as an indicator in the selection of 'foreign' and 'regional' news outside South Africa. Both SABC 3 and e-TV news themes that relate to security and governance represent a dominant factor in the selection pf 'foreign' news items. Issues that relate to security and governance can be addressed at national, international and global levels. For both SABC 3 and e-TV this news theme is represented predominantly at a national level with global representations of security and governance coming in second. This demonstrates a specific 'sphere of value' for both broadcasters, where SABC 3 constructs events relating to governance and security situated mainly nationally (33%) and internationally (13%) in comparison to globally (33%). In comparison, e-TV also constructs events relating to governance and security situated mainly nationally (37%) and internationally (9%) in comparison to globally (21%), and with e-TV including global representations of governance and security news themes less than SABC 3.[20] Since the majority of 'foreign' news for SABC 3 and e-TV and the majority of 'regional' news only for SABC 3 applies to this transnational news theme of security and governance nationally, this finding reinforces a study from 1985 by Sreberny-Mohammadi and contributing researchers. The current finding reinforces results from this past study that still today, "political news dominates" in foreign news coverage, and this political news is mostly covered nationally rather than globally.

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[20]News items relating to the security and governance news theme includes coding categories 11 to 18 (appendix a). SABC 3 'foreign' news items at a national level include: 9, politics in state, Sudan and the intervention of the UN in national security; 15, terrorism/insurgency, Iraq; 35, politics in state, Brazil; 43, politics in state, judiciary, Iraq; 45, governance, military and citizens, Gaza Strip; 50, security, Gaza violence, military and militants; 51, governance, judiciary, Iraq, and 55, governance, judiciary, Iraq. International news items comprise: 49, Human rights activists worldwide against Chinese governance (the flouting of human rights); 52, governance between states, America and Iraq, and 53, Iranian students that protest against USA governance and nuclear sanctions. Global news items include: 14, security, Al-qaeda terrorism, 18, global security, nuclear threat; 19, global security, the UN; and 22; 25; 27; 28, and 30, about global security, being a nuclear crisis. Also SABC 3 has seven 'regional' news items applicable to the security and governance news theme, and these are mostly represented nationally but also one is represented internationally. Nationally this includes news items: 3, national security, an assassination attempt on Somalia's president; 20, governance issues, extending the Ivory Coast president's tenure; 32, 33, 34 and 36, security, election officials killed in the DRC, and governance issues relating to elections, and internationally news item 39, an African Delegation, the UN, and EU monitors appeal for correct governance in the DRC. For e-TV 'foreign' news items at a national level comprise: 1, internal conflict, Palestine; 2, national security and legal, America and state sponsored torture on 'terrorists'; 4, 6, and 11, security in Thailand, coup; 5 and 17, Hungary security, riots; 24, national governance, oil found in Israel; 25, governance and crime, drug 'bust' in China; 26, governance in India, child labour law; 37, security and insurgency in Afghanistan, Taliban; 50, politics and security issues in Gaza Strip; 53, 56 and 57, judiciary and security issues, Iraq, and 54, security issues between Hamas and militants in Palestine. International news items comprise: 15, governance issues between the American president and the Brazilian president; 34, security, UK military in Iraq; 45, Hamas and Israeli government's governance, and 51, Iran, Israel, and the UN, and security and defensive weapons. Global news items include: 3, security (chemical leak) on the international space station; 7, governance issues in the UN; 13 and 16, global security, global terrorism; 20, 22, 29, 33, and 38, global security, nuclear threat. e-TV has no 'regional' news items applicable to this news theme.

Furthermore health and environmental issues are also situated predominantly nationally rather than globally, with only one health news theme for e-TV applicable globally.[21] This demonstrates how news items that relate to transnational news themes of health and environment encourage the selection of 'foreign' news story types in national television news. Yet, these transnational news themes are still represented predominantly nationally. This also applies to the selection of 'regional' news story types for e-TV, one in the 'health' transnational news theme and the second news item in the 'other' category. While SABC 3's 'regional' news items are all in the national and international security and governance theme, there are also another two news items in the 'other category'. This 'other' category describes news items not applicable to these three transnational news themes selected for analysis.

The 'other' category applies to four 'foreign' story types and two 'regional' story types for SABC 3, and eight 'foreign' story types and one 'regional' story type for e-TV. The 'other' category explains the selection of 'foreign' and 'regional' story types that appeal to news audiences by representing the news values of entertainment, celebrity and unexpectedness. The majority of 'foreign' story type news items for both SABC 3 and e-TV are applicable to the entertainment news value, with three news items for SABC 3, one nationally and two globally, and four news items for e-TV, one nationally and three globally.[22] This demonstrates the selection of 'foreign' news by both broadcasters for its entertainment appeal globally. While entertainment news normally appears at the end of bulletins, "for a close with a light touch" (McQuail, 2001: 345), with market pressures of SABC 3 and e-TV competing with other global news broadcasters to attract South African

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[21]SABC 3 has one 'foreign' news item in the transnational health theme represented nationally, news item 44, a report on Israel's president's health, and no news items in the transnational environment theme. e-TV has two news items in the transnational health theme, one represented on a national level, news item 47, British scientists creating an artificial human liver, and the other globally, news item 36, a UN report on the emotional and physical abuse of women worldwide. There are also four 'foreign' news items in the transnational environment news theme represented nationally for e-TV, and includes news items: 18, people killed in Tornados in America; 19, one person killed in Australian bush fires; 42, thirteen people killed in typhoons in Philippines, and 46, thirty people killed in flash floods in Turkey. One of only two 'regional' news items for e-TV also represents the health transnational news theme nationally, news item 14, a toxic waste dumping in Ivory Coast leading to thousands being hospitalised for side effects, including seven deaths.

[22]SABC 3 'foreign' news items relevant to the entertainment news value (Harcup and O'Neill, 2001) includes news item 16, religious preparation for Ramadan in Lebanon, with both national and international appeal, and two news items with global appeal, news item 26, awarding of the Nobel Peace Prize, and news item 54, global voting campaign for the 'seven wonders of the world'. e-TV 'foreign' news items that represent the entertainment news value comprise one news item nationally also with international appeal, being weight restrictions on models in Madrid, and three news items applicable globally: 23, Google buying out the You Tube website; 35, Nobel Peace Prize winner, and 44, extension of the Hubble telescope in Space.

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news audiences attention, both SABC 3 and e-TV reflect instances where entertainment news is covered in the first fifteen minutes of bulletins usually reserved for 'hard news' stories.

In terms of unexpectedness, dramatic news events encourage the selection of 'foreign' story types in national news, with one story for SABC 3 and four stories for e-TV. In contrast to both a national and global appeal of entertainment themes, both broadcasters construct unexpected news as occurring only in national contexts.[23] Analysing 'regional' story types in the 'other' category both SABC 3 and e-TV news items reflect this unexpectedness news value (Galtung and Ruge, 1965), where SABC 3 focuses this nationally and internationally and e-TV reflects this once nationally.[24] This demonstrates how both broadcasters construct an expectation that unexpected events occur at a national level, for example as human disasters in a nation so dramatic that these stories are relevant to news audiences outside the country where the unexpected events occur.

Foreign News Selection: Good News and Bad News

The inclusion of dramatic news events is explained by the relationship between negative news and good news in the selection of 'foreign' and 'regional' news items. A recognised motto in news industries is 'bad news sells' and this is illustrated in figure 10. In order for both broadcasters to compete with other global broadcasters in the South African market, SABC 3 and e-TV attract audiences like their global competitors by predominantly selecting news with dramatic and macabre appeal. This highlights the consonance (Galtung and Ruge, 1965) news value in selecting 'foreign' and 'regional' news because it is negative. Figure 10 below provides an illustration of the dynamic between the reporting of good news and bad news in bulletins. The findings summarised in figure 10 reinforce a previous Media Tenor (2003) study that demonstrates that bad news still dominates South African news coverage. This is

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[23] SABC 3 has one news item representing the unexpectedness news value (Galtung and Ruge, 1965), news item 24, the death of Howard Kerzner, resort tycoon, in an aeroplane crash, and e-TV has four news items: 8, Steve Irwin's (television programme host) death by stingray and funeral; 28, sixteen people killed in a train crash in France; 31, the death of 'Butch' Kerzner, resort tycoon, in an aeroplane crash, and 32, an American baseball player dies in an aeroplane crash in New York city.

[24] SABC 3 'regional' news items that represent the unexpectedness news value (Galtung and Ruge, 1965) is applicable nationally, news item 4, Nigerian military officers killed in an aeroplane crash, and internationally, news item 40, baby seals flocking from Namibia's coast to Cape Town to survive culling. e-TV has one 'regional' news item, 39, occurring in a national context, with 105 people killed in an aeroplane crash in Nigeria.

represented by the closely similar values of 79% of SABC 3 and 81% of e-TV 'foreign' news items.[25]

Figure 10: Table and Graphical Representation of Good News and Bad News in 'Foreign' and 'Regional' Stories

News Values								
	SABC 3				e-TV			
	Foreign	%	Regional	%	Foreign	%	Regional	%
Negative	19	79	9	100	35	81	2	100
Good	5	21			8	19		0
Total	24	100	9	100	43	99	2	100
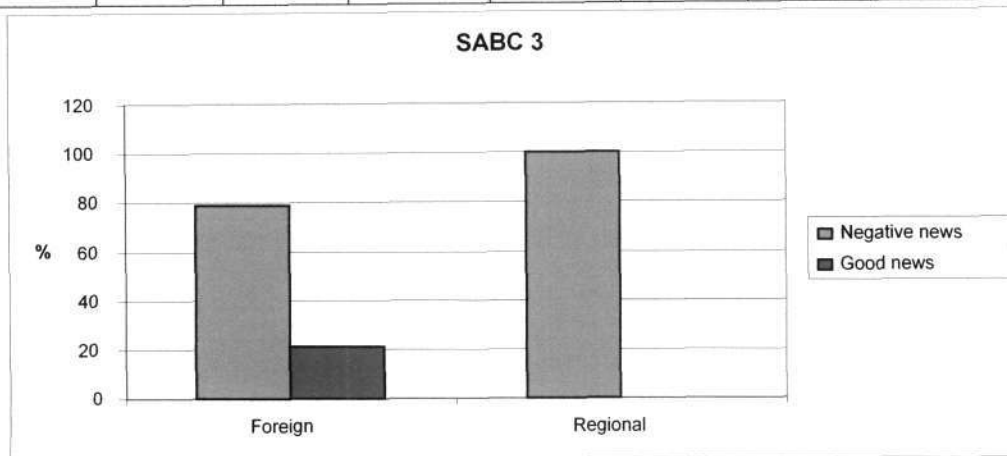
[25]Negative news (Galtung and Ruge, 1965) dominates SABC 3 and e-TV 'foreign' news. Negative news is identified by stories and events representing 'bad' news, with dramatic or macabre appeal. SABC 3 'foreign' news items reflecting this negative news value includes news items: 9, conflict in Sudan; 14, terrorism; 15, insurgency in Iraq; 18, 22, 25, 27, 28 and 30, nuclear threat; 24, death of an elite person; 43 and 51, the Saddam Hussein trial on crimes against humanity; 44, a President's ill health; 45, women killed in Palestine conflict; 49, China flouting human rights abuses; 50, violent conflict in Gaza; 52, issues surrounding the war in Iraq; 53, Iranian student's protesting against the USA, and 55, Saddam verdict, death by hanging. e-TV 'foreign' news items that represent negative news consists of news items: 1, Popes religious slander of Islam; 2, the American president pushing torture legislation for terrorists; 3, a chemical leak on the international space station; 4, 6 and 11, a coup in Thailand; 5 and 17, rioting in Hungary; 7, the Iranian president accusing the United States and Britain of abuse of UN powers; 8, the death of Steve Irwin; 13 and 16, a report on terrorist group activities and the possible death of the Al-Qaeda leader; 15, fighting between American and Brazilian presidents; 18, people killed in tornados; 19, people killed in bush fires; 20, 21, 29, 33 and 38, threat of nuclear war; 25, report on the drug industry in China (drug 'busts' recorded); 28, people killed in a train crash; 31, death of a resort tycoon; 32, death of a baseball player; 34, war in Iraq; 36, a UN report on abuse of women worldwide; 37, Taliban activities in Afghanistan; 42, people killed by a typhoon; 45, 50 and 54, violent conflict and civilians killed in Gaza; 46, people killed in floods in Turkey; 51, Iran and the threat of nuclear weapons; 53, 56 and 57, reports of bloodshed in Iraq after Saddam Hussein verdict released; death by hanging, and civilians comment on crimes against humanity.

e-TV
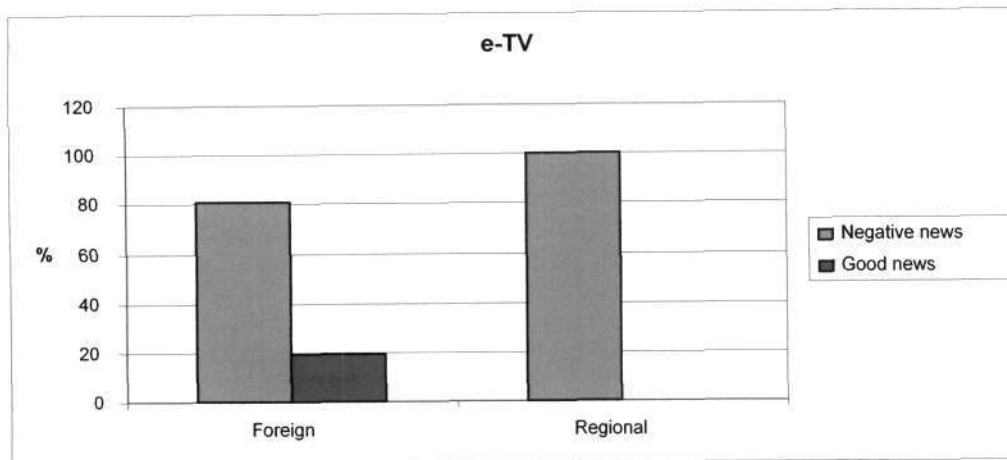
Even so, there is still evidence of 'foreign' news items with a positive outcome, even though there are fewer instances of this than bad news, including 5% of SABC 3 and 19% of e-TV.[26] Regarding 'regional' story types, not one news item contains good news because all items are negative national news, with two of e-TV's 'regional' story types about negative international or rather inter-regional news.[27] This is significant since African nations reported in SABC 3 and e-TV are all developing countries, and this reaffirms findings in a 1985 study that stipulated that developing countries are often portrayed as "trouble spots" (Sreberny-Mohammadi *et al*, 1985: 52-53). Reporting on only bad news from African countries is problematic since a skewed worldview is constructed in relation to the reporting of news from other 'foreign' countries where there is selection of stories with a positive element as well.

Foreign News Selection: Cultural Proximity

Besides these 'affiliation' factors, the cultural proximity news value (Galtung and Ruge, 1965) specifies selection of 'foreign' and 'regional' news items in relation to ethnic; economic; regional, and political ties (figure 11). The cultural proximity news value in SABC

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[26]Stories and events highlighting the good news value (Harcup and O'Neill, 2001), with a 'light hearted' or 'soft' news appeal, is included dramatically less than negative news for both SABC 3 and e-TV 'foreign' news items. SABC 3 news items comprise: 16, the Muslim festival of Ramadan; 19, appointment of the UN's new Secretary General; 26; the winner of the Nobel Peace prize; 35, election of Brazil's new president, and 54, entertainment report on voting for the next seven wonders of the world. e-TV good news items include: 12, weight restrictions on models in Madrid; 22, nomination of the UN's new Secretary General; 23, Google's investment in You Tube; 24, Israel discovers oil; 26, laws passed in India to prevent Child labour; 35, the award of the Nobel Peace prize; 44, extending the life of the Hubble space telescope, and 47, British scientists making medical breakthroughs.

[27]All 'regional' stories for SABC 3 and e-TV are applicable to the negative news value (Galtung and Ruge, 1965). SABC 3 negative 'regional' news items pertain to: 3, the assassination attempt on Somalia's president; 4, military officers killed in an aeroplane crash; 20; political problems relating to the governance of the Ivory Coast; 32, election officials killed in DRC; 33 and 34, diplomatic fallouts between presidential candidates in the DRC; 36, a military officer sentenced to death for killing election officials in DRC; 39, appeal for calm in the DRC pending release of election results, and 40, baby seals escaping the Namibian coast line to escape culling. e-TV illustrates two 'regional' negative news items, 39, 105 people killed in aeroplane crash in Nigeria, and 14, toxic waste dumping scandal in Ivory Coast.

3 and e-TV demonstrates political ties feature prominently in 'foreign' news items in bulletins.[28] This cultural proximity factor once again is a measure in understanding the dominance of political news in foreign news coverage (Sreberny-Mohammadi *et* al, 1985: 52-53). It is possible to state that SABC 3 represents this more extensively than e-TV.

Figure 11: Table and Graphical Representation of Cultural Proximity of 'Foreign' and 'Regional' Stories

News Value: Cultural Proximity								
	SABC 3				e-TV			
	Foreign	%	Regional	%	Foreign	%	Regional	%
Ethnic	3	13	-	-	6	14	-	-
Economic	4	17	-	-	15	35	-	-
Regional	1	4	9	100	-	-	2	100
Political	16	67	-	-	22	51	-	-
Total	24	101	9	100	43	100	2	100

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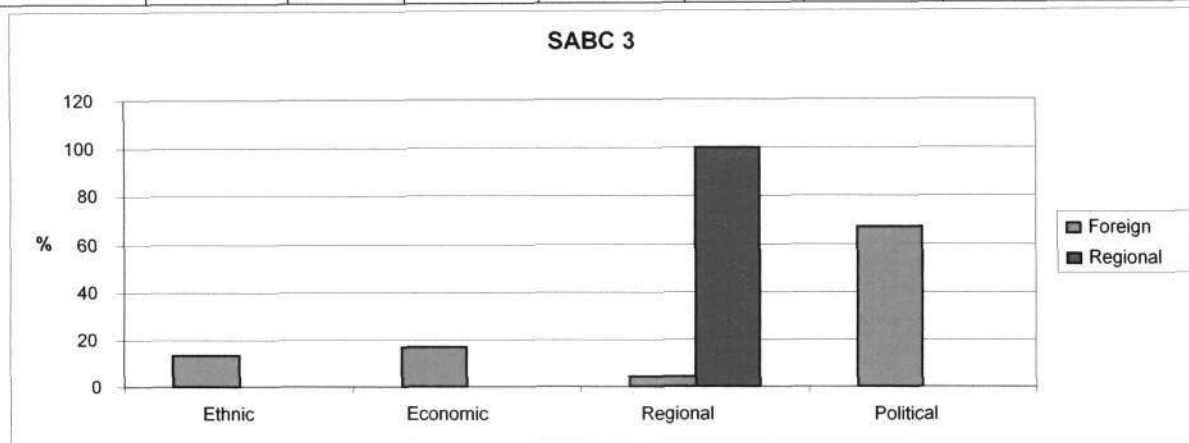
[28]SABC 3 cultural proximity news value in selecting 'foreign' story type news items based on political ties includes: news item 14, similar political stance against terrorism; 15, war in Iraq; 18, 22, 25, 27, 28 and 30, political stance against the problem of nuclear testing for the world and South Africa; 19, South Africa's relations with the UN; 35, democratic elections in Brazil; 43, 51 and 55, similar and contrasting position on crimes against humanity, and 44, 45 and 50, ongoing civilian conflict between Israel and Palestine can be compared with South Africa's past apartheid conflict. For e-TV this includes: news items 4, 6 and 11, the coup in Thailand is against democratic policy; 5 and 17, riots in Hungary against democratic order; 7 and 22, news relating to UN issues, where South Africa is a member; 13 and 16, news relating to developments in terrorist organisations; 20, 29, 33 and 38, the stance against nuclear testing and war for the world and South Africa; 28, political issues relating to accountability of the governance of transport infrastructure (trains); 37, political issues of insurgency in Afghanistan; 45, 50 and 54, civilian conflict between Israel and Palestine, similar to apartheid conflict; 51, related to a global problem of nuclear war; 53, 56 and 57, reporting on Saddam Hussein's crimes against humanity, especially in comparison to South Africa's strong constitution and human rights.

e-TV
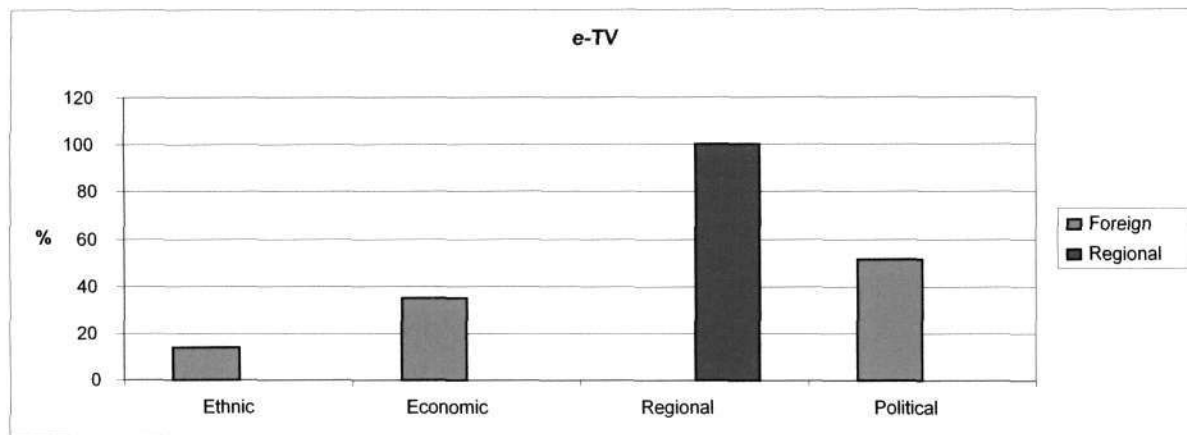
Figure 11 supports a Media Tenor study conducted in 2004 that highlights the top democratic issue covered by SABC in general being 'politics: internal affairs', with this issue only featuring fourth out of the top ten democratic issues covered by e-TV (Media Tenor, 2004). In contrast to these findings, in the present analysis political news is also a dominant newsworthy category for e-TV. This may be attributed to political news, mostly relating to affairs of particular nations, being a dominant news theme during the three weeks selected for analysis in comparison to a longer time frame selected by Media Tenor for analysis in 2004.

Examining the story types of 'foreign' and 'regional' news in the beginning of bulletins for both SABC 3 and e-TV represent a duty to report to citizens as an audience, occupying each broadcaster's duty as national and commercial broadcasters. Both SABC 3 and e-TV as commercial broadcasters, competing with each other as well as other global television news providers in South Africa's market, report to audiences to retain a market for advertisers. This highlights globalisation's influence on both broadcasters since a "key dimension of globalisation is financial globalisation" (Castells, 2001: 154). In this competitive environment news that attracts and retains the largest news audience, being dramatic or negative news, is prominently selected over good news for both SABC 3 and e-TV, with e-TV presenting slightly more negative news than SABC 3.

Being national broadcasters informing South African citizens, three weeks of 'foreign' and 'regional' story types reveal political news, specifically stories about security and governance, and news items that reflect cultural proximity, specifically political ties, dominates. Stories about political news (security and governance) are mostly reported nationally and internationally, and while there is evidence of global frames, there are less instances of this than national interpretations of these transnational news themes. This

illustrates globalisation is only slightly influencing the selection of political news because it is still mostly reported as national or international news from other countries rather than reporting on global approaches to governance and security in news. When global approaches to governance and security are reported on these possibly complement or provide something different to existing national and international approaches to security and governance rather than being a focal point. This illustrates transnational news themes, such as security and governance, occur in differing "spheres of value" where national, international and global "affiliations are weighed" (Held, 2002: 520). This demarcates what events in bulletins require predominantly national, international or global address, or a combination of these. To interpret how globalisation influences different levels of address involves the examination of the representation of civil society across all foreign news, in terms including action globally rather than only nationally.

Civil Society: Organisations and Actors from National to Global Levels

Globalisation influences change in the governance of nations worldwide and this results in inter-connected civic communities nationally and globally (Scholte, 2000). Civil society demonstrates participatory governance (Volkmer, 1999; Murdock, 1999) in operation, with state actors, national institutions, and non-state actors, citizens (national), social movements (national and global), and global organisations. To understand the operation of civil society in news items requires analysis of the dominant actors in news items (state and non-state), using the news value of elite persons (Galtung and Ruge, 1965), as well as the inclusion of elite organisations (Boyd-Barrett, 2000), national to global, in all foreign news items.

Figure 12: Table and Graphical Representation of Civil Society in 'Foreign' Content

	Civil Society									
	SABC 3					e-TV				
	Elite persons/Actors					Elite Persons/Actors				
Elite Organisation/s	State	Non-state	State & non-state	Total	%	State	Non-state	State & non-state	Total	%
National	4	1	6	11	46	6	3	17	26	60
Regional	-	-	-	-	-	-	-	-	-	-
International	-	-	-	-	-	-	-	-	-	-
Global	-	2	1	3	13	-	5	-	5	12
National and regional	-	-	-	-	-	-	-	-	-	-

National and international	-	-	-	-	-	-	-	-	-	-
National and global	-	-	8	8	**33**	-	-	7	7	**16**
Regional and global	-	1	-	1	**4**	-	-	-	-	-
International and regional	-	-	-	-	-	-	-	-	-	-
International and global	-	-	-	-	-	-	-	-	-	-
Other	-	1		1	**4**	-	5	-	5	**12**
Total		24			100		43			100

SABC 3

e-TV
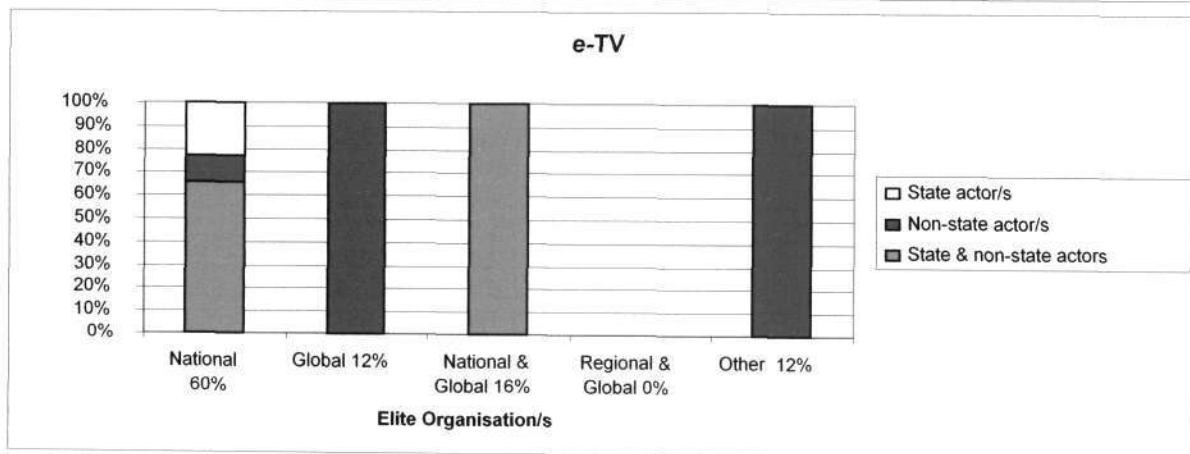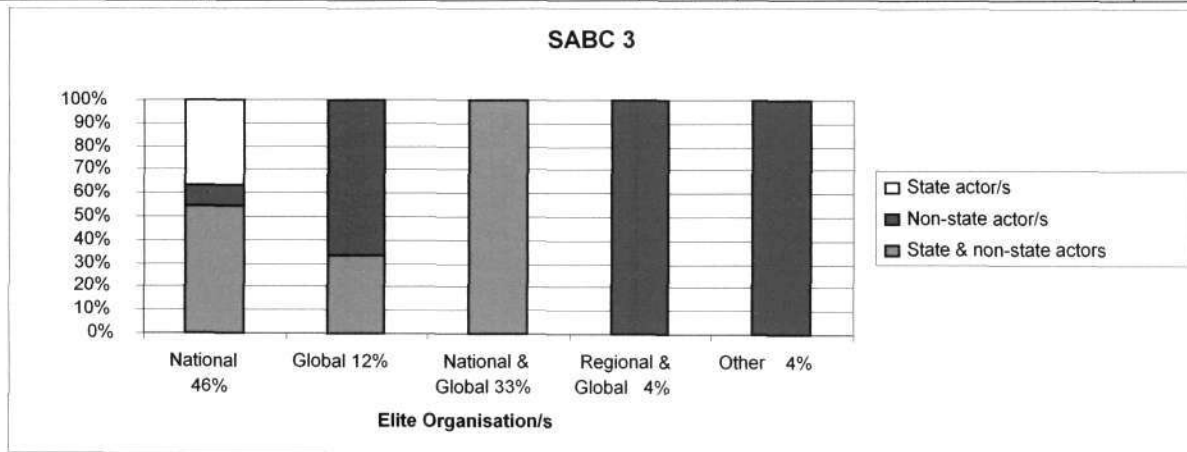
SABC 3 and e-TV reflect civil society in 'foreign' news consists mainly of elite national organisations, and e-TV reflects this mostly at 60% of news items, while SABC 3 represents this at 46% of news items. In this category there is a combination of state and non-state actors selected dominantly as elite sources in news items for both broadcasters.[29]

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[29]State and non-state elite actors from national organisations on SABC 3 include six news items: appendix b, news item 15, Iraqi authorities and Munchuria Astaburi from the Alsa Ansuna social movement, and appendix d: news item 35, Lula Da Silva Brazilian President and two Brazilian citizens; 45, Israeli soldiers and Palestinian

Importantly, for SABC 3 (except for one news item 15) and e-TV (all news items), non-state elite person actors in the state and non-state category for national organisations are not identified as belonging to an organisation, but do represent citizens of each country covered in news items. Only 13% of SABC 3 and 12% of e-TV 'foreign' news items do contain stories where only global organisations or representatives of these organisations are selected as elite person sources in news items.[30] Once again this illustrates a reliance on state actors as representatives of national governments in news items in comparison to selecting news only about global organisations.

The next contender to the representation of national organisations in news items is a combination between national and global organisations as elite sources, characterised as 33% for SABC 3 and a lower 16% for e-TV. In this classification, all news items for SABC 3 and e-TV illustrate elite person sources as state and non-state actors, representatives from national governments or national governments as elite person sources, and representatives from global organisations or global organisations as elite person sources.[31] National actors and institutions working with global organisations and vice versa illustrate globalisation's influence because

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citizens; 50, Israeli soldiers and Palestinian insurgents; 53, Iranian students protesting against the USA government, and news item 55, Iraqi and Iranian citizens protesting against Saddam Hussein (former Iraqi President). e-TV includes seventeen state and non-state actors from national organisations: appendix e news item 1, Ishmael Haniyeh Palestinian President and the Pope religious leader; 4, 6, and 11, Prime Minister of Thailand and coup mobilisers, and Thai citizens for news item 11; news items 5 and 17; Hungarian prime minister and Hungarian citizens; 8, Australian President and Bindi Irwin; 16, Saudi Intelligence, French President and French journalist and Osama Bin Laden (Al-Qaeda), and 19, Australian fire-fighters and deceased Australian citizen. Appendix f: news item 25, Chinese police and drug dealers; 28, French president and crash victims (includes French citizens), and 32, NORAD army official and American baseball player. Lastly, appendix g: news item 50, Israeli soldiers and Palestinian citizens; 53, Saddam Hussein and injured civilians; 54, Hamas and Palestinian citizens; 56, Saddam Hussein and his brother, and 57, Iraq's President and Iraqi and Iranian citizens.

[30]Global organisations as non-state sources are represented twice for SABC 3: news items 26, Muhammad Yunus and Nobel Foundation (appendix c), and 54, Tia Viering 'next seven wonders of the world' campaign representative (appendix d). Global organisations as non-state sources are selected five times for e-TV: news item 22, Ban Ki-moon and Kofi Annan (UN); 23, Internet Analyst and Google Corporation; 26, Child labourers and UN; 35, Muhammad Yunus and Nobel Foundation, and 36, Kofi Annan and UN (appendix f).

[31]National and global organisations with both state and non-state actors for SABC 3 comprise eight news items: appendix b, 14, French President and Osama bin Laden (Al-Qaeda), and appendix c: 18, North Korean President, South Korean Minister, American President, and UN Security Council; 22, South Korea and US Intelligence and UN; 25, Japanese political cabinet, Chinese and South Korean leaders, and UN Security Council; 27, John Bolton (US ambassador to UN) and Ban Ki-moon (UN Secretary); 28, Japan, US Intelligence, and Ban Ki-moon; 30, Pak Gil Yon (North Korean ambassador to UN), EU President and UN, including South Korean protestors, and lastly appendix d, news item 49, Chinese government and human rights activists. National and global organisations with both state and non-state actors for e-TV comprise seven news items: appendix e, 7, Iranian President and UN General Assembly; 13, French President and Osama Bin Laden, appendix f, 20, Japanese Prime Minister, American President and UN; 29, North Korea, US, Britain and Japan, and includes Japanese Protestors; 33, Japan, US ambassador to UN, North Korean President, South Korean President and UN, also South Korean protestors; 38, North Korean ambassador to UN, US ambassador to UN, Japan, and UN, and lastly appendix g, 51, Israeli Foreign Ministry, Iran, and UN.

global organisations are represented as important as national forms of governance, constructed as 'interconnected' facets of civic society in news. While both national and global institutions are positioned as prominent civil society actors in national and global affairs, the representation of citizens is not adequate (appearing once for SABC 3 and twice for e-TV) and so an equal representation of civic debate at state and non-state (specifically at the level of citizens) levels is not reflected with the combination of national and global institutions in news items. This finding is in contrast to civic society represented with elite national organisations in foreign countries where the majority of news items reflect civic society by including citizens as non-state actors.

Figure 13: Table and Graphical Representations of Civil Society in 'Local in Foreign' and 'Foreign in Local' Content

Civil Society										
	SABC 3					e-TV				
	Elite persons/Actors					Elite Persons/Actors				
Elite Organisation/s	State	Non-state	State & non-state	Total	%	State	Non-state	State & non-state	Total	%
National	4	1	4	9	45	1	-	4	5	46
Regional	-	-	-	-	-	-	-	-	-	-
International	-	-	-	-	-	-	-	-	-	-
Global	-	1	-	1	5	-	1	-	1	9
National and regional	-	-	-	-	-	-	-	-	-	-
National and International	-	-	-	-	-	-	-	-	-	-
National and global	-	1	9	10	50	-	2	2	4	36
Regional and global	-	-	-	-	-	-	-	-	-	-
International and regional	-	-	-	-	-	-	-	-	-	-
International and global	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-
Total	20				100	11				91

SABC 3

Elite organisation/s (100%)

Legend: State actor/s; Non-state actor/s; State & non-state actors

National 45% | Global 5% | National & Global 50%

e-TV

Elite organisation/s (100%)

Legend: State actor/s; Non-state actor/s; State & non-state actors

National 46% | Global 9% | National & Global 36%
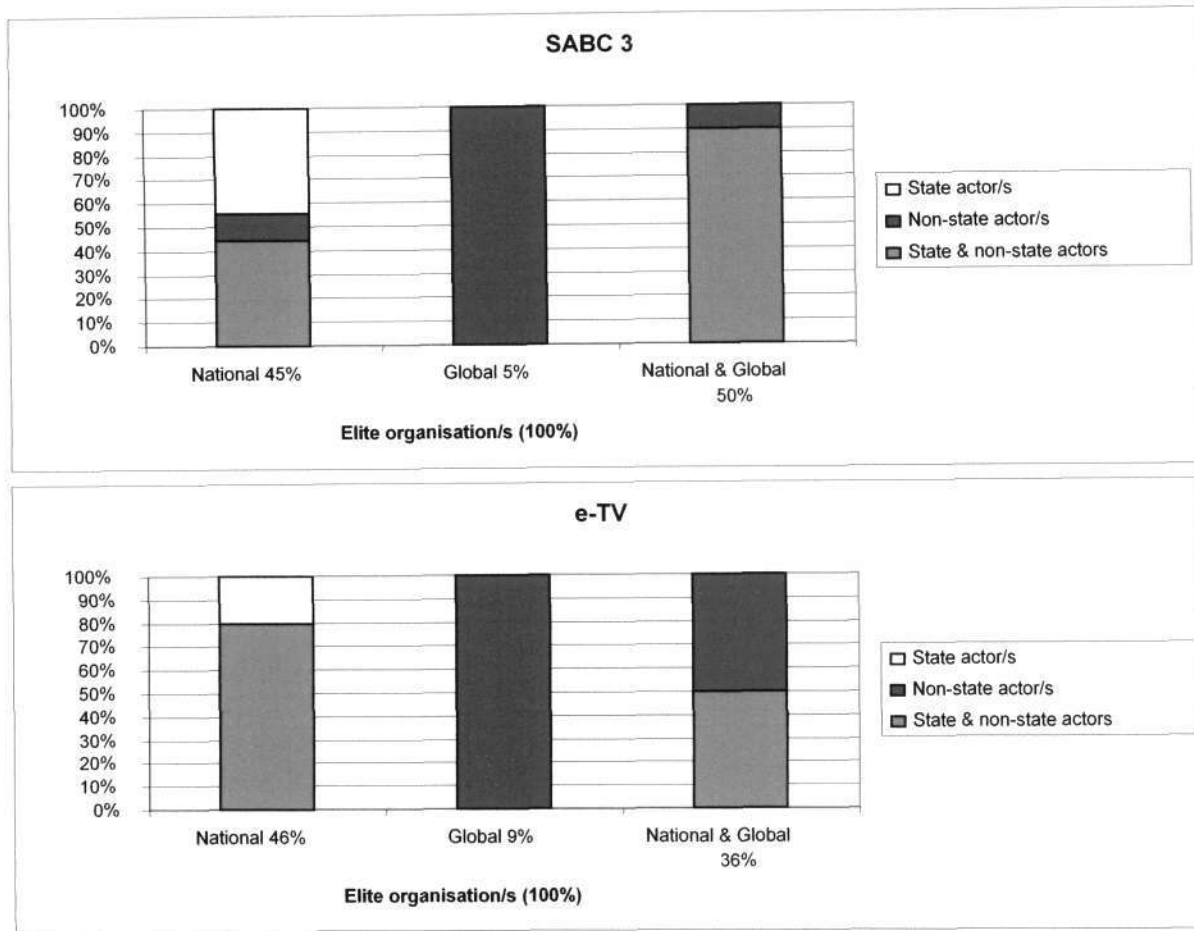
Figure 13 illustrates similar and different patterns to figure 12. Similarly, elite national organisations are dominantly represented once again by e-TV (46%), and yet again mostly as state and non-state sources. Similarly to figure 12, a combination of elite national and global organisations are second most represented in e-TV news items (36%).[32] In contrast to figure 12, SABC 3 reflects the majority of news items as containing a combination of national and global elite organisations (50%), with both state and non-state actors, and one item with only non-state actors. This demonstrates that SABC 3 includes elite national organisations with state and non-state actors secondly in comparison to a combination of

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[32]Elite national organisations with state and non-state elite sources for e-TV include four news items: 9, South African Western Cape Premier and WECWIA, and London and Regional Properties, Istithmar (Dubai Properties), Decorum, and Kgonsti Investments (appendix e); 30, Dehli Police and a South African cricket player (appendix f); 49, South African Foreign Affairs and Morne Pieterse (South African citizen), and 58, South African Environmental Minister, Perlemoen poachers and international scientists (appendix g). e-TV national and global elite organisations are represented twice with non-state actors: 21, SAIIFA, South African Institute of International Foreign Affairs (appendix f), and 48, MTV (Music Television) and Freshly Ground, a South African music group (appendix g). This classification is also included twice with state and non-state actors: 10, the South African Health Department and the WHO, and the CDC (appendix e) and 41, Thabo Mbeki and the World Bank (appendix g).

national and global organisations.[33] Once again global organisations as the only actors in news items are included the least, only twice for SABC 3 and once for e-TV.[34]

Figure 13 highlights e-TV reinforces similar patterns to figure 12, except news items that contain the operation of national organisations do not include a representation of citizens as non-state actors, but rather highlight commercial organisations. When citizens are included none are represented as contributing to national civil society. This is also evident in SABC 3 where non-state actors are not represented at a citizen level, except for one news item, 'World Car Free Day', and this news item includes South African citizens cycling with Cape Town's Mayor. Similarly to figure 12, where there is a combination of national and global elite organisations as elite sources in news items, civil society is represented predominantly only between national state actors and global organisations and does not include citizens as part of this community.

Figure 14: Table and Graphical Representation of Civil Society in 'Regional' Content

Civil Society										
	SABC 3					e-TV				
	Elite persons/Actors					Elite Persons/Actors				
Elite Organisation/s	State	Non-state	State & non-state	Total	%	State	Non-state	State & non-state	Total	%
National	4	1	2	7	78	-	-	2	2	100
Regional	-	-	-	-	-	-	-	-	-	-
International	-	-	-	-	-	-	-	-	-	-
Global	-	-	-	-	-	-	-	-	-	-
National and regional	-	-	1	1	11	-	-	-	-	-

[33]SABC 3 national and global organisations as state and non-state actors include nine news items: news item 1, the South African Health Ministry and the WHO; 2, Thabo Mbeki and Kofi Annan (UN); 5 and 10, Thabo Mbeki and the UN; 6, the South African Ambassador to the UN and the UN; 8, Thabo Mbeki and the UN and WTO (appendix b); 29, countries of Belgium, Italy, Ghana, Nigerian and Thabo Mbeki and the UN (appendix c); 38, Nelson Mandela and Amnesty International; 48, Ethiopian and Chinese Presidents and IMF, World Bank, and WTO (appendix d). There is also another news item with only non-state actors, news item 47, a French circus and the International Born Free Foundation (appendix d). Furthermore, elite national organisations as state and non-state actors for SABC 3 comprise five news items: 13, Cape Town Mayor and South African citizens (appendix b); 23, Delhi Police and a South African cricket player; 31, Danish Naval Officers and Danish marine scientists (appendix c); 42, a South African diplomatic mission and Morne Pieterse (South African citizen), and 56, the Ethiopian President and DeBeers Deputy Chairperson and Executive Director African Access (appendix d).

[34]Global elite organisations as the only elite source consists of two news items for SABC 3: 17, UNICEF Ambassador (appendix b), and, only one news item for e-TV, 59, Guinness World Record Organisers and South African contestants (appendix g).

National and international	-	-	-	-	-	-	-	-	-	-
National and global	-	-	-	-	-	-	-	-	-	-
Regional and global	-	-	-	-	-	-	-	-	-	-
International and regional	-	-	-	-	-	-	-	-	-	-
International and global	-	-	1	1	11	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-
Total	9				100	2				100

SABC 3

Elite organisation/s (100%)

- National 78%
- National & Regional 11%
- International & Global 11%

Legend:
- State actor/s
- Non-state actor/s
- State & non-state actors

e-TV

Elite organisation/s (100%)

- National 100%
- National & Regional 0%
- International & Global 0%

Legend:
- State actor/s
- Non-state actor/s
- State & non-state actors
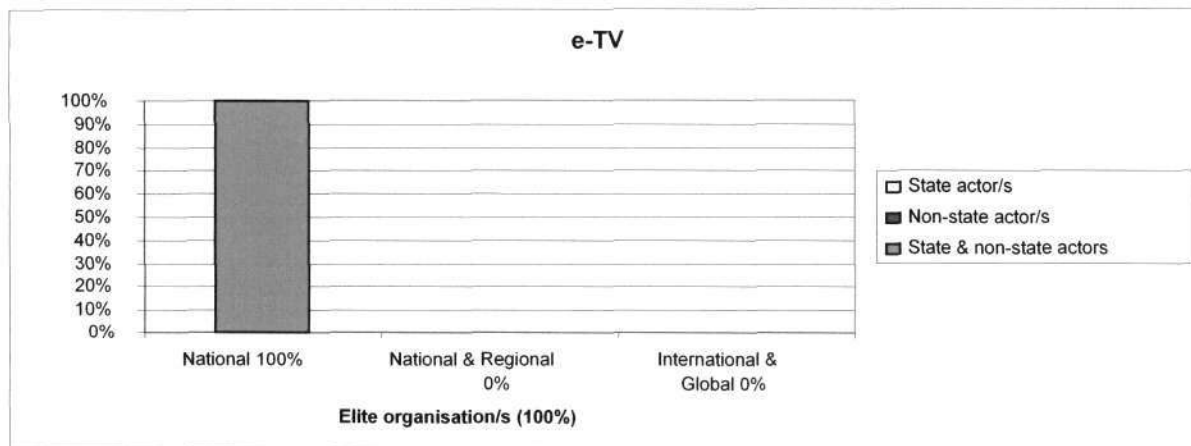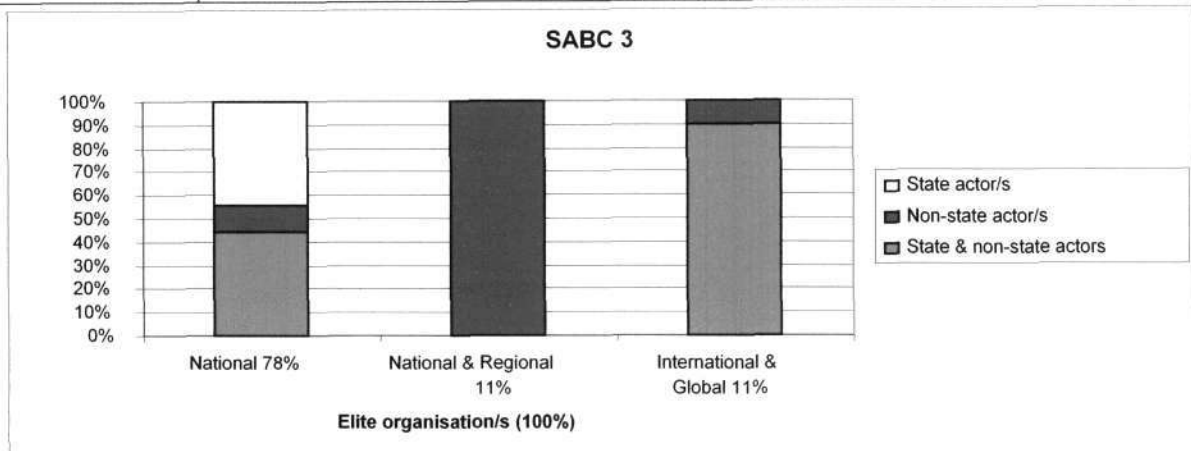
'Regional' news story types outlined in figure 14 are represented to a less extent in comparison to the 'foreign' news categories in both broadcasters, but especially for e-TV, with only two regional news items presented in three weeks of foreign news analysed. Since these news items are included proportionately less than 'foreign' news it makes comparative analysis more difficult. Even so, insights are still ascertainable regarding the construction of civil society in news items selected from African countries.

In the 'regional' story types, national elite organisations are predominantly selected as elite person sources in news items for SABC 3 and include all news items for e-TV (which is only two).[35] SABC 3 reflects these elite national organisations to mostly contain the work of state actors, whereas e-TV represents national elite organisations with state and non-state actors. These items illustrate civil society is represented nationally by selecting representatives of national institutions as elite person state actors in news items. Two other news items for SABC 3 reflect the operation of elite national and regional organisations in one, as well as the operation of international and global organisation in another.[36]

While international relations of other nations outside of Africa with African countries are highlighted in SABC 3 (European Observer Mission) and e-TV (European Oil Company), only one news item illustrates relations between state actors in an African country and a global organisation, for example the UN. As previously mentioned, since there are fewer regional news items incorporated by SABC 3 and e-TV in the three weeks analysed this makes comparison difficult with 'foreign' story types. Still it must be stipulated it is problematic that civil society in African countries in 'regional' news items is not presented more often as including relations between governments or other non-state organisations (national and global). This selection of reporting may create an impression of governments in African countries as disconnected from global agendas, and resultantly not adequately represented as contributing nations a part of a global community.

Figure 15: Table and Graphical Representation of Civil Society in 'Local in Regional' and 'Regional in Local' Content

	Civil Society									
	SABC 3					e-TV				
	Elite persons/Actors					Elite Persons/Actors				
Elite Organisation/s	State	Non-state	State & non-state	Total	%	State	Non-state	State & non-state	Total	%

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[35]National organisations are presented at a state level mostly in SABC 3 with four news items: 3, Somalia's president; 4, selects Nigerian military officers (appendix b); 33, European Observer Mission and South Africa's ambassador to the DRC, and 34, two members of the DRC political parties (appendix d). E-TV elite national organisations with state and non-state actors includes two news items: 14, Ivory Coast President and Trafigura, a European oil trading company (appendix e), and 39, the Nigerian President and a Religious leader (appendix g).

[36]National and regional organisations for SABC 3 include news item 20 (appendix c), relations between Ivory Coast president and ECOWAS, a transnational "regional organisation of 15 West African nations" (ECOWAS, 2007). International and global elite organisation that represents state and non-state actors for SABC 3 comprises news item 39, with two state African delegation members from African national governments and European monitors, as well as non-state actors being Kofi Annan (UN) and reference to DRC citizens.

National	-	-	-	-	-	2	-	-	2	**67**
Regional	-	-	-	-	-	-	-	-	-	-
International	-	-	-	-	-	-	-	-	-	-
Global	-	-	-	-	-	-	-	-	-	-
National and regional	1	-	1	2	**67**	-	-	-	-	-
National and International	1	-	-	1	**33**	-	-	-	-	-
National and global	-	-	-	-	-	-	-	1	1	**33**
Regional and global	-	-	-	-	-	-	-	-	-	-
International and regional	-	-	-	-	-	-	-	-	-	-
International and global	-	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	-	-
Total			3		100			3		100

SABC 3

Legend:
- State actor/s
- Non-state actor/s
- State & non-state actors

National 0% National & Regional 67% National & International 33% National & Global 0%

Elite organisation/s (100%)

e-TV

Legend:
- State actor/s
- Non-state actor/s
- State & non-state actors

National 67% National & Regional 0% National & International 0% National & Global 33%

Elite organisation/s (100%)
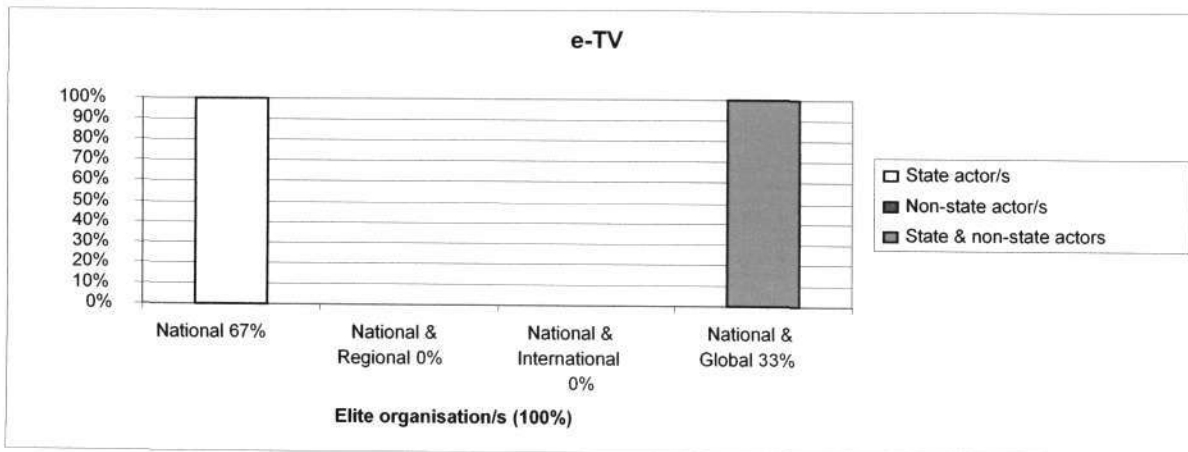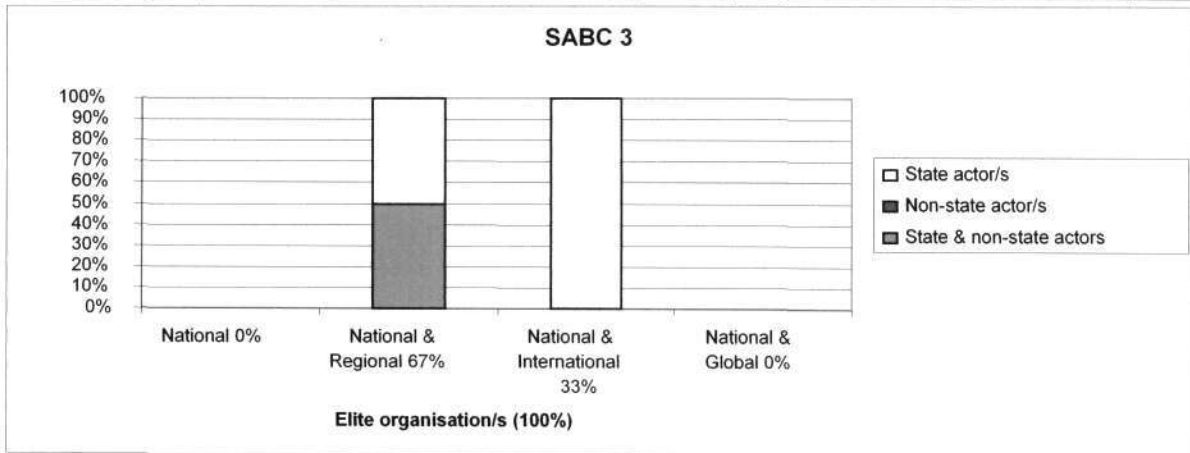
Similarly to 'regional' story types (figure 14), this figure 15 has even fewer news items to examine. There are only three news items in this category for each broadcaster. Two of three news items for SABC 3 include elite national and regional organisations, one with state actors and the other with state and non-state actors, and the other news item includes both national and international organisations both with state sources.[37] For e-TV, there are two of three news items that reference only national organisations with a state source, and the other news item includes a national and global elite organisation with state and non-state actors.[38] Across both SABC 3 and e-TV, elite national organisations with a state representative is always an elite source in all news items, and this includes news items with a combination of national and international or national and global organisations. There are also no news items that demonstrate participation at the level of citizens at national and international levels. Except, there is one news item in SABC 3 that does represent DRC citizens voting for a new national government, and this highlights a representation of civic community nationally.

Across all news items for both SABC 3 and e-TV there is a representation of an unbalanced civic society at national and global levels. Civic society is about participatory governance but participants selected in the construction of civic debate are mostly elite person sources with expert knowledge, rather than ordinary citizens. While citizens are selected in some news items (mostly in 'foreign' news story types), citizens are represented as a protesting mass rather than providing detailed commentary on particular news events like their more privileged counterparts. The majority of news items contain the inclusion of elite national organisations and elite person representatives from these organisations, and this highlights that even in global times, governments and their related institutions are still primary actors in foreign news. This reaffirms findings of an earlier study by Nonqane, where "nation-states" are established as "main actors in world affairs" (2001: 3). This is because

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[37]SABC 3 national and regional organisations with state actors in one and state and non-state actors in the other comprise two news items: 37, Thabo Mbeki (South African President) and the Africa Forum Second General Assembly members (appendix d), and 12, SABC Chief Operating Officer and Nigerian Programmes Director as national representatives of African Broadcast Media Partnership against AIDS (appendix b). National and International elite organisations both with state sources for SABC 3 include news item 46, the former Nigerian governor, the South African Asset Forfeiture Unit, and the International Fraud Unit.

[38]e-TV national organisations with state actors comprise two news items: 40, South African Auditor General and South African Defence Minister, and 43, reference of the South African Defence Minister again (appendix g). e-TV news item 52 (appendix g) contains the action of national and global elite organisations, with both state and non-state sources, a South African Air-force Sergeant and a Lieutenant Colonel, and a representative from the South African Institute for Security Studies, as well as reference to the UN.

there are few news items where global organisations are the only actors, and this demonstrates that nation-states are still primary sources in foreign stories rather than a primary focus on global actors.

Another interesting finding about the influence of globalisation on the reflection of civil society in news items is evidence in some news items of global organisations positioned as having equal power and sometimes even more power when working with national governments and related institutions. This highlights a change in the representation of governance of nations in foreign news to also include other international and/or global organisations too. This emphasises how globalisation can result in the representation of governance as a combination between national and global levels, by reporting on the work of global organisations working with governments to contribute to national and global civil society. Yet, this does characterise less news items than those that represent elite national organisations. Overall, relations are predominantly shown as relations between governments, and secondly as relations between governments and global organisations and social movements, but these relations never incorporate the voice of citizens as 'expert' contributors in news events. While there is evidence of the participation of national and global organisations in national and global governance, there is a poor representation of citizens, and so there cannot be an equal reflection of participatory governance in global civil society in foreign news.

Global Risk Society: Global Risk, Globality and Cosmopolitan Action

Civil society forms at different levels, from national levels to global levels, as well as a combination of both. A detailed example of a combination of both levels – global civil society – is examined at this point. To determine the influence of globalisation on foreign news reporting, the top news story of each week for both broadcasters is calculated, and determining from this calculation, which weekly story may be classified as global news.

Table 5: The Dominant Foreign News Story for each Broadcaster per Week

	SABC 3	e-TV
Week 1	UN – security council	Thailand coup
Week 2	North Korean nuclear crisis	North Korean nuclear crisis
Week 3	DRC elections	SANDF peacekeeping in Burundi

The most dominant news story for each week of each broadcaster is calculated using the frequency (Galtung and Ruge, 1965) of each news story across each week (category twenty-eight of coding schedule).[39] Table 23 emphasises the 'North Korean Nuclear Crisis' is a global news story because both SABC 3 and e-TV select the same news story and report on this story in the same week, a similar amount of times. This highlights the news value of magnitude (Harcup and O'Neill, 2001) – a local event (a nuclear test in North Korea) with global impact (threat of world nuclear war) – used to select this news story by both broadcasters. This specific global news story is examined using transcriptions of words and footage (appendix h, pp. 144-147 and appendix i, pp. 148-152) to analyse the influence of globalisation in representing foreign news as global news. This incorporates the work of globality to construct this foreign story as 'our' story rather than 'their' story (Nossek, 2004), and involves the representation of global risk society and risk cosmopolitanism (Beck, 2004).

Global Risk Society: Globality and Nuclear Threat as Security Risk

Global risk society is a result of globalisation's "interdependence crisis" (Beck, 2004: 137) of specific global risks, for example security risks, where the risk of nuclear threat outlined by SABC 3 and e-TV during week two of may be classified as a global security risk. Global risk society represents risk as distinctively transnational by involving everyone worldwide "even if not in equal measure" (Beck, 2004: 138). In this perspective, nuclear threat is represented as a transnational risk (Scholte, 2000: 56). News about a transnational risk is framed as 'our' news (Nossek, 2004), and reinforces a 'we' perspective (Tomlinson, 1999). 'Our' news is a construction of globality when a news event is constructed as appealing globally because the event is relevant to news audiences worldwide.

Nuclear threat is covered by both broadcasters as 'our' news by constructing a "[threat] to our shared environment" (Tomlinson, 1999: 182), the world. This is identified by

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[39]For SABC 3: week one, the UN Security Council story is selected three times. In total, six stories relate to the UN General Assembly opening event but only three apply to issues about the Security Council. The remaining stories focus on different issues, being the Darfur crisis and another two about development and trade. Week two, SABC 3 reports on the North Korean nuclear crisis story six times, and in week three reports on the DRC political elections story five times. For e-TV, in week one, the Thailand Coup is selected three times; week two, e-TV broadcasts the North Korean nuclear crisis story five times, and in week three, there is an equal frequency between two news stories, the Saddam Hussein trail and verdict, and the SANDF peacekeeping in Burundi (both stories selected three times). Because there is an equal frequency of more than one news story across one week, then the most dominant news story is calculated by using the total broadcast time in seconds dedicated to a story in one week (category six of the coding schedule, length of item). The SANDF peacekeeping in Burundi story is selected for analysis because the greatest total broadcasting time is dedicated to this story, 421 seconds, in comparison to the total broadcasting time for the Saddam Hussein trial and verdict being only 293 seconds.

the use of words such as 'world', 'global' and 'international community'. SABC 3 uses words that reference the global world in only two of six news items, whereas there is evidence of this in three of five news items for e-TV. Two news items for SABC 3 include Monday's the 'world woke up', 'world leaders', 'world...uneasy', 'world is entering...', and on Saturday, there is reference to '[seeking] global peace'. In comparison, e-TV states on Tuesday, 'what is the world...' and 'the world at this stage'. Friday's story references 'world powers', and Sunday's story mentions a 'global crackdown' and warns that North Korea 'start talking to the world'. In contrast to these global understandings of shared space, there is two news items for both SABC 3 and e-TV that refer to people worldwide as the "international community" (Saturday and Sunday's news items for SABC 3 and two news items on Monday for e-TV). Using this term signifies an international outlook, as relations between nations, rather than a global outlook.

SABC 3 and e-TV use both global and international words to construct a "shared environment". This provides evidence of the representation of globality, and this representation is done in conjunction with international notions of relations. The presence of both global and international orientations in news items demonstrates it is possible to construct global outlooks in combination with international outlooks, and this illustrates the possibility of the mediation of moderate cosmopolitanism.

Nuclear threat is constructed as 'our' news by the represention of transnational threat of a global security risk. This risk is framed to influence most worldwide rather than only a national security risk. This is achieved by representing the threat of not only war but possibly world nuclear war. The examination of particular phrases and related images illustrates this.

On Monday 9 October 2006 is the breaking news story for both SABC 3 and e-TV. This story for both broadcasters sets a tone of fear of possible world nuclear war. SABC 3 and e-TV include undated footage of a North Korean military parade to demonstrate North Korea's military might, with close-ups of tanks and missiles. These images signify a looming threat of war. Besides these images, specific words are used to indicate fear or threat of war. SABC 3 incorporates emotive words such as 'extremely uneasy', a 'dangerous nuclear age', 'the provocative act', and holding an 'emergency meeting'. Similarly e-TV constructs an atmosphere of fear by using words such as 'emergency session', 'threats', an 'emergency meeting', 'high alert'. E-TV also uses the same quote as SABC 3, where Bush refers to this

nuclear action as a 'provocative act'. All of these words indicate the threat of war but not world nuclear war.

On Tuesday, e-TV includes no broadcast while SABC 3 does, and presents the second running day of this news story. Once again, the ominous threat of nuclear war is carefully built up by describing relations between North Korea and the world as 'tensions'. This news story is the first to introduce doubt that North Korea 'really' conducted a nuclear test. On Wednesday, SABC 3 has no story while e-TV does, and so this represents e-TV's second running day of this news story. This story by e-TV no longer claims nuclear threat but rather reaffirms possible world nuclear war. Firstly, this is achieved by North Korea's statement of any more threats as 'a declaration of war'. A declaration is an assertive statement of intent (Tulloch, 1993: 371) and positions world nuclear war as no longer a threat but a possibility. This is reinforced with footage of fighter jets in action, fighter planes lined up, and the broadcast of North Korean military parade footage again. This footage accompanies words such as 'neighbours beefing up security', the mention of 'war toys', a 'jittery Japan', and 'warning against hysteria'.

On Thursday both SABC 3 and e-TV have no news story but both include a news item on this nuclear event on Friday. This illustrates further developments in the nuclear threat story. Once again, developments further reinforce a threat of world nuclear war. SABC 3 states Kim Jong II 'promised strong counter measures', while e-TV describes Kim Jong II will 'retaliate' and that North Korea will see sanctions 'as a declaration of war'. On Saturday e-TV has no story while SABC 3 includes two news items, except one has no emotive phrases. One of the news item from SABC 3 constructs North Korea's war position as volatile. A volatile position is achieved by including Russia's statement that sanctions 'should not even hint at using force', and reinforcing the preparedness of this by stating the 'US exercises its military might', with footage of fighter jets dropping a bomb in the desert. Sunday is the last day of this week with news of this nuclear test event. There is no finality or solution presented by both broadcasters of this event, leaving it open-ended. The only suggestions of action taken with SABC 3 include the EU President, who states "the international community must stand firm against the reclusive state", while e-TV includes Japan's comment of "considering increasing pressure on the maverick state". Reclusive and maverick are emotive words that selectively situate North Korea's nuclear ambitions as separate from how the world has responded to this global event.

This analysis of words and images construct how this nuclear test event is positioned as 'our' news. This news event is 'our' news because it concerns news audiences worldwide, by reporting on this nuclear test using the angle of the possibility of world nuclear war. World nuclear war is a transnational security risk and is a threat used to illustrate globality, specifically the representation of a perceived global response to this event. This is highlighted in SABC 3 and e-TV's coverage of this news event, with words that reference the world, as well as the use of statements and dramatic images to indicate a threat of world nuclear war. International frames of reference are also used in combination with global frames to mediate a moderate cosmopolitan perspective.

Global Civil Society and Risk Cosmopolitan Action

Globalisation and the outcome of globality influence the interdependence of nations worldwide. The coverage of nuclear threat as a global problem assists in understanding the operation of global civil society, how connections between various state and non-state actors are presented. Global civil society in theory is interpreted as equal yet in reality is not equal (Tomlinson, 1999: 182), and this has consequences for the mediation of cosmopolitan action at state and non-state levels (Shaw, 1994: 187; Beck, 2004: 144). Risk cosmopolitan action derives from different forms of action that arise from global threat, in this instance being nuclear threat, and combines action at different levels of society, nationally and globally. All nuclear threat news items are interpreted using this definition as a basis to understand if action arising from risk is represented as cosmopolitan, by sharing power or control over this event at different national and global levels.

Firstly, at the level of citizens, power is represented as limited, as a reaction to this event rather than having direct control over this event. From a total of six news items for SABC 3, only one news item includes footage of South Korean citizens protesting, and from a total of five news items for e-TV, only two news items include footage of citizens protesting, being Japanese protestors in one news item and South Korean protestors in the other. While these few stories include a representation of citizens in this global debate, no citizens provide direct comment in each news item, lessening the importance given to this source in each story. Importantly citizens are shown to protest in relation to or a reaction to the unfolding event, demonstrating relations between communities of different nations and the actions of governments. SABC 3 includes South Korean leaders protesting against Kim Jong II, the

North Korean President (appendix h, Sunday 15 October 2006), and e-TV includes Japanese citizens protesting against the US "[stockpiling] its weapons on their soil" (appendix i, Wednesday 11 October 2006), as well as South Korean citizens protesting against North Korea's nuclear testing by burning North Korea's national flag (appendix i, Friday 13 October 2006). A problem encountered here, possibly due to political constraints, is there is no representation of the plight of North Korea's citizens, the 'other', in this event. Risk cosmopolitan debate cannot be fostered at the level of citizens when the prominent contributors to this debate, the citizens of the country, are excluded.

Secondly, involvement of national non-state actors from non-governmental organisations or social movements in news items is not represented. Only one news item highlights continuity of this nuclear threat story in Monday's bulletin for e-TV (appendix i). This news item provides an in-studio contextual debate of this breaking nuclear threat story between e-TV news presenter and Tom Wheeler, from the South African Institute of International Affairs (SAIIA). This actor is used to summarise and comment on the actions taken by North Korea as well as the UN's and other countries responses, such as Iran and Pakistan.

Thirdly, at the level of states, governments are constructed as holding more power over this event in comparison to citizens. SABC 3's inclusion of governments represent action taken by providing commentary about North Korea's nuclear test, as well as evidence of "high level talks" (appendix h, Tuesday 10 October 2006) and discussions, to more drastic actions, such as "imposing unilateral sanctions" (appendix h, Friday, 13 October 2006) and mention of "punitive steps" (appendix h, Sunday 15 October 2006). Similarly, e-TV also represents action taken at a government level in this way, with particular government leaders or speakers from government institutions providing commentary on the nuclear test. This includes mention of political leaders partaking in "discussions", calling an "emergency security meeting" (appendix i, Monday, 9 October 2006), and engaging in "talks" (appendix i, Friday 13 October 2006). This moves to more direct government action of "physical counter measures" (appendix i, Wednesday 11 October 2006) and sanctions (appendix i, Friday 13 October 2006).

All six news items for SABC 3 and four of five news items for e-TV include government actors in varying numbers. Both broadcasters include footage of state actors

engaged in "diplomatic meetings" at the UN and other locations, as well as footage of state actors addressing the media or in media conferences. In contrast to the reflection of citizens in news items, selected state actors are quoted but are also mostly re-quoted by the voice over. State actors directly quoted in SABC 3 include George Bush, the USA President (appendix h, Monday 9 October 2006) and Pak Gil Yon (North Korean ambassador to the UN). State actors directly quoted in e-TV include Shinzo Abe, Japan's Prime Minister and George W Bush, USA President (appendix i, Monday 9 October 2006); John Bolton, USA ambassador to the UN (appendix h, Friday, 13 October 2006 and Sunday 15 October 2006), and Pak Gil Yon, North Korean ambassador to the UN (appendix i, Sunday 15 October 2006). Government actors re-quoted in news items for SABC 3 include statements from North Korea; South Korea; the Japanese Prime Minister; South Africa; China; Beijing; US Intelligence; Tokyo, and Russia (appendix h). Government actors re-quoted in news items for e-TV comprise North Korea; South Korea; USA; Britain, and Japan (appendix i).

Since it is not feasible due to time constraints in bulletins to include the position from every country worldwide on this global problem, only selected governments of certain countries comments are included. It is apparent that state actors included in the debate on North Korea's nuclear test are predominantly from Asian countries, except for the USA, Russia, and South Africa for SABC 3, and the USA and Britain for e-TV. Both SABC 3 and e-TV include direct quotations from George Bush, USA President, and this constructs this state with perceivably more power to intervene in this situation in comparison to other states. While both SABC 3 and e-TV present direct statements made by Pak Gil Yon, the North Korean ambassador to the UN, used to represent North Korea's position, once again possibly due to political constraints, there are no statements included by North Korea's President, Kim Jong II, the primary antagonist in this story. Only undated footage of Pak Gil Yon at a military parade is represented by SABC 3 and e-TV, and instead of harnessing cosmopolitan debate this only further isolates this actor. Both broadcasters report on governments as providing separate commentary on this nuclear test event. SABC 3 and e-TV represent these statements as possible positions of state actors as a part of an international community, as relations between nations. To interpret how state actors (who represent the citizens of countries) are mediated as a part of a global community requires discussion of each states interaction with global non-state organisations in news items.

Fourthly, at the global level, a contribution to global civil society includes a global non-state organisation, the UN, and specifically the Security Council. The UN is represented as a global organisation since this organisation is often referred to as the UN, rather than identifying the leader of this organisation, Ban Ki-moon (this is done twice by SABC 3), or by identifying other actors in the organisation (this is done in Sunday's story for both SABC 3 and e-TV, although this is probably done to represent the specific positions of ambassadors of nations in the UN rather than specifically the UN's position as an entity). The UN as a global organisation is represented as possessing more power in intervening in this nuclear event, and even more power than governments. This is because even though the UN works with nations, many state actors still look to the UN as a global organisation with more power to intervene than individual states at an international level. Statements that indicate this for SABC 3 comprise "China has called for appropriate UN action" (appendix h, Tuesday 10 October 2006), "Chinese and South Korean leaders say that the UN must take necessary and appropriate action" (appendix h, Friday 13 October, 2006), and "there's a call for the man who will take over the reigns next year for action" (appendix h, Saturday, 14 October 2006, continuity story). Similar assertions in e-TV news items include "I think it has to be done through the UN Security Council" (appendix i, Monday 9 October 2006, continuity story) and "the UN Security Council has been urged to introduce sanctions" (appendix i, Wednesday 11 October 2006). Findings different to SABC 3 involve e-TV situating the USA as equally or even having more influence than the UN with a statement such as "the US [is] pressurising the Security Council to make a decision" (appendix i, Friday 13 October 2006). While the UN is not always selected as an actor in news items, this global organisation is often alluded to by state actors. This creates a sense of the UN as being an overarching presence in each story.

By different nation's reaffirming the UN's power to control outcomes of this nuclear test event, as well as mention of possible actions and then later the implementation of specific actions by this organisation, UN action is represented as direct and achievable. This is illustrated in SABC 3 with the UN Security Council holding an "emergency meeting" (appendix h, Monday 9 October 2006), moving to "[voting] on a draft resolution imposing sanctions against the country" (appendix h, Friday 13 October 2006), to the UN "is expected to impose arms and financial sanctions" (appendix h, Saturday 14 October 2006), and ending with the "Security Council imposed sanctions" (appendix h, Sunday 15 October 2006). e-TV also demonstrates this with statements such as the UN is holding an "emergency session" (appendix i, Monday 9 October 2006), then "UN is edging closer to slapping sanctions on

North Korea" (appendix i, Friday 13 October 2006), to "the UN Security Council slapped punishing [...] sanctions" (appendix i, Sunday 15 October 2006). Both broadcasters use poignant words, SABC 3 uses 'impose' sanctions and e-TV incorporates an even more emotive adjective 'slapping' sanctions. These words do not represent UN actions as diplomatic or even cosmopolitan. Even so, actions implemented illustrate how the UN as a global organisation operates at a global level of governance in strategising plans. For example, there is footage of long shots of possibly hundreds of delegates seated in the UN building. Other footage that works in a national framework of governance of particular countries to achieve action is illustrated with footage of national ambassadors in the Security Council or diplomats addressing the media in the UN building. This demonstrates that while the UN drafts resolutions such as sanctions, the UN needs governments to co-operate and implement these sanctions.

This nuclear news event has provided one example to understand the representation of global civil society and the mediation of risk cosmopolitan action. In terms of the mediation of global civil society, at the level of citizens, there are few news items in both broadcasters that illustrate citizens contributing to solving this event. Citizens do not provide comment and their power to control this event is represented as limited. Even so, citizens protesting against certain governments do demonstrate relations between citizens and states. In contrast, governments are constructed as holding more power over this event than citizens, and are directly quoted and re-quoted in news items on each government's direct actions to be taken. On a global level, the UN as a global organisation is represented as possessing more power than governments. This is because actions taken by this organisation are reported as direct and achievable. This global organisation is constructed as working in frameworks of national governance as well as operating at a global level of governance.

Overall global civil society in news items is represented as global organisations and governments as dominant decision makers and actors. In contrast citizens are positioned at the fate of these institutions. This example highlights global governance rather than global civil society because cosmopolitan debate is not fostered at all levels of society, national and global. Risk cosmopolitan action is achievable because this nuclear risk concerns most worldwide. For example, governments and citizens from Asian countries have a more prominent interest and so these views are given privileged coverage in news items. Additionally, liability of this risk to one nation is difficult (Beck, 2004: 138), since nuclear

threat and world nuclear war effects all worldwide so action is represented on an international and global level. The problem is risk cosmopolitan action is not achievable because while governance is represented as not only at the level of governments (actions of the UN), cosmopolitan debate is not fostered at a state level and at the level of citizens.

From this analysis it is possible to determine how this nuclear test event provides an example to analyse the representation of globality and global civil society in SABC 3 and e-TV news. The use of global and international words and the representation of this event as a transnational security risk are apparent in both broadcasters. This is achieved by constructing a 'shared environment', by constructing foreign news as 'our' news (Nossek, 2004), and creating a situation where the mediation of moderate cosmopolitanism is possible. By analysing the representation of global civil society and the mediation of risk cosmopolitan action in this news event it is concluded that global forms of governance in combination with national and international forms of governance are represented. This finding highlights a moderate cosmopolitan outlook in this news event. In contrast, global civil society is not represented because the citizens are mostly excluded in news items. Furthermore, while characteristics of risk cosmopolitan action are present in news items, cosmopolitan debate is not fostered because citizens are excluded from comment, and primary personalities in this news event, Kim Jong II and citizens of North Korea, are also excluded in news items.

Chapter Five: Summary

This chapter incorporates content analyses as well as news framing of one global news event in SABC 3 and e-TV to interpret the influence of globalisation in mediating global, 'glocal', and cosmopolitan orientations in SABC 3 and e-TV national bulletins. The first section interprets globalisation as uneven, resulting in the selection of wholesale news sources rather than each broadcaster's own resources in reporting foreign news. Developing countries are represented more frequently then developed countries by both broadcasters probably since wholesale news sources are notorious for presenting developing countries as 'hot spots'. This results in more negative news from these countries and leads to more developing countries in broadcasts. Finally, there is an urban bias by both broadcasters because rural locations are never included as foreign news locations, this highlights globalisation's influence where wholesale news sources focus on 'capitals and cities' and so this urban bias is replicated in developing country national broadcasters of SABC 3 and e-TV.

The second section of this chapter extends an analysis of urban bias in foreign news by interpreting how news locations worldwide are referred to in news items. The analysis is done to understand the mediation of national or cosmopolitan outlooks. Findings suggest a national outlook is represented mostly in comparison to a cosmopolitan outlook. Both outlooks are present simultaneously in bulletins and this illustrates the mediation of a moderate cosmopolitan perspective. Global or cosmopolitan places may be represented less than national constructions because global organisations are only gaining recent popularity in news in relation to a long history of categorising news reality in the realm of nation-states.

The third section understands SABC 3 and e-TV bulletins as a 'splace' to construct a 'glocal' perspective. This is achieved by analysis of the form of bulletins and the content of story types with a South Africa-abroad connection. Form highlights local news exceeds foreign news, and represents a threshold (Galtung and Ruge, 1965) of more local news than foreign news. Foreign news is mostly included in general news rather than headline news and illustrates that less importance is given to foreign news in comparison with local news in national broadcasts. Since there is a sense of interspersing local and foreign news in the first fifteen minutes of broadcast time highlights a 'glocal' perspective can be mediated even though local news dominates. 'glocal' content of story types demonstrates a 'sliding scale' (Wallis and Baran, 1990) between local and foreign news, and this demonstrates that while there is evidence of 'glocal' story types most of these news items represent an international perspective rather than a 'glocal' perspective.

The fourth section illustrates a 'duty' to report to the national audience as citizens and consumers, where news selection occurs in national to global 'spheres of value' (Held, 2002: 520). Competing with other global broadcaster's and focusing on retaining a market for advertisers' results in negative news (Galtung and Ruge, 1965) being predominantly selected in comparison to good news (Harcup and O'Neill, 2001); and good news includes stories with an entertainment or celebrity focus (Harcup and O'Neill, 2001). While globalisation is said to increase entertainment news in bulletins, bad news still predominates. Furthermore, the transnational news theme 'security and governance' is reported mostly by both broadcasters, and highlights the news value of cultural proximity of political ties being most evident in foreign news. While there is evidence of global approaches to report on this news theme, this theme is still predominantly reported using a national (internal politics) or international (relations between nations) approach instead of a global approach to security and governance.

The fifth section describes civil society in foreign news is represented unequally because citizens do not have an equal representation to governments and other global organisations in particular news items. Even in global times, governments are still constructed as dominant actors in foreign events in comparison to other non-governmental organisations from particular nations, or global organisations and other national or global social movements. Global organisations are often represented as working in national frameworks of governance or working with governments. This highlights globalisation's influence in the representation of governance in foreign news as a combination of national and global levels. There is also evidence of participatory governance between nations and global organisations, but there is a poor reflection of the citizens at a global level so global civil society is not adequately represented.

The sixth section uses news framing to interpret one dominant global news event in to represent globality, an 'our' news perspective, global civil society and risk cosmopolitan action. This global news story illustrates a transnational security risk used to represent globality and to report on this event with an 'our' news perspective (Nossek, 2004). These perspectives make the mediation of moderate cosmopolitanism possible. This is because global society is represented using global forms of governance in combination with national and international governance, and highlights a moderate cosmopolitan outlook. Yet, a full representation of global civil society is not symbolised because the 'voice' of the citizens are mostly excluded from this news event.

CHAPTER SIX
COMPARING MEDIATING GLOBALISATION IN SABC 3 AND e-TV NEWS: CONCLUSIONS AND OPPORTUNITIES FOR FURTHER RESEARCH

As much as we are Africanising, we are also globalising (Wildsmith-Cromarty in Barbeau, 2007: 11).

A relevant statement presented above to the context of South Africa today. This is because South Africa is a country a part of the African continent and since 1994 also a country a part of the international community. Today phrases like 'African Renaissance', 'Ubuntu', and 'Africanisation' are gaining in popularity to make sense of South Africa's relationship with the rest of Africa. While these are important ideological avenues for research, the current project aims to understand South Africa as a globalising country, a country not only interconnected with Africa but also increasingly connected with the world.

The present study analysed three non-sequential weeks across three months of foreign news in local national television news bulletins of SABC 3 and e-TV to measure global processes, and to understand the selection and representation of foreign news in local bulletins as an indication of the influence of globalisation, and the related mediation of global, 'glocal', and cosmopolitan perspectives. Doing this provided insights into SABC 3 and e-TV national news' social role in the construction of particular notions about the world around 'us' and 'us' in this world. In other words, the interpretation of the influence of globalisation on the selection and representation of foreign news in national bulletins encourages an examination of how affiliations with others outside the South African nation, regionally and globally, are constructed. At this point, the conclusions to the current project's research questions formulated in chapter one are elaborated on. Next, a summary of the chapters is included to understand the framework used in the present study to analyse the mediation of globalisation in SABC 3 and e-TV national television news. Lastly, answers to these research questions are elaborated on in terms of determining avenues for further research.

Conclusions to Research Questions: Citizens of the Nation and World

This section details answers to the research questions formed in the introduction (chapter one). These research questions are answered by incorporating a conceptual map (chapter three), with a quantitative methodology (chapter four), combined by doing a numerical and

interpretive examination of content analysis tables and one transcribed news event outlined in the analysis (chapter five).

How does Globalisation influence SABC 3 and e-TV National News?

Globalisation does influence SABC 3 and e-TV national television news in the same way except with slight differences. At times globalisation and its related outcomes are clearly evident yet in other instances processes are more nuanced. This project has highlighted that news selection theory – news sources, bulletin structure, news values, and news framing – offer an empirical framework to interpret the selection and representation of foreign news in local bulletins, and that news selection theory can be used to make inferences about the influence of globalisation and its related outcomes.

The majority of foreign news sources appear to be wholesale news sources, with e-TV representing this slightly more than SABC 3. This demonstrates economic and technological globalisation because in global times wholesale news agencies have technological capabilities to sell to global markets of local broadcasters. In today's global competitive market, wholesale news sources provide a more affordable and viable option of foreign news reporting rather than developing national broadcasters stationing correspondents worldwide, where SABC 3 represents more on site reporters outside of South Africa than e-TV. Additionally, foreign news sources focus coverage in cities and this illustrates economic and technological globalisation. This is because foreign news sources choose to report where key audiences reside and where infrastructure for reporting is present. Besides this, SABC 3 and e-TV include cities predominantly as news locations and do not include any stories from rural areas. This highlights cultural globalisation by changing conceptions of place in news reality by favouring reporting in cities, and so constructing these places as more important news locations than rural areas.

Bulletin structure demonstrates a threshold value (Galtung and Ruge, 1965) between news that is local and news that is foreign, and e-TV represents more foreign news in comparison to SABC 3. Bulletin structure highlights processes of cultural globalisation because the form of bulletins and news content in bulletins mediates a 'glocal' outlook. This 'glocal' outlook is a representation of cultural globalisation by changing perceptions of reality represented in bulletins to also include foreign events as being important in making sense of local national life. Furthermore, the content of particular news items in bulletins illustrates

the influence of political globalisation. This is done by changing notions of governance from only including a state-centric (local) position to also include other non-state actors, specifically global actors. The representation of elite national and global organisations (Boyd-Barrett, 2000) as elite person (Galtung and Ruge, 1965) sources in news items demonstrates this, with SABC 3 including much more news items with global organisations as actors than e-TV.

News values are applied throughout this project although specific news values that indicate the influence of globalisation include differences between good news (Harcup and O'Neill, 2001) – including the related news values of entertainment and celebrity (Harcup and O'Neill, 2001) – and negative news (Galtung and Ruge, 1965). Analysis of the selection of foreign news stories demonstrates the influence of economic globalisation on SABC 3 and e-TV national broadcasters. This is because negative news is selected more than good news, and e-TV represents slightly more negative news than SABC 3. By both broadcasters including more negative news demonstrates the role of economic globalisation. This role is exemplified because SABC 3 and e-TV as commercial news broadcasters compete with each other as well as other global television news broadcasters for South African news audience's attention. In this environment, news that attracts a larger audience, being negative news because 'bad news sells', is selected predominantly because of the pressures and competitiveness of economic globalisation.

News framing applied to one foreign news story reported as a global news story by SABC 3 and e-TV highlights the influence of cultural globalisation. News framing applied to this news story illustrates cultural globalisation by the analysis of words and footage used by SABC 3 and e-TV to represent this event. Cultural globalisation is evident in these news items by illustrating globality, the condition of being global. This condition is represented in the interconnectedness of a global risk, in this instance a global security risk. Furthermore, cultural globalisation is also present in the mediation of a moderate cosmopolitan perspective. This is in regard to the representation of a combination of government action and global organisation's action. A moderate cosmopolitan perspective changes perceptions of reality represented in news predominantly as state-centric to also include non-state, global actors.

How are Global, 'glocal', and Moderate Cosmopolitan Perspectives Mediated in Form and Content?

It is possible to interpret the mediation of a global perspective by analysis of the content of foreign news items that illustrate transnational news themes. Even though most news themes on SABC 3 and e-TV are reported using an international perspective, there is still evidence of some news items that represent a global perspective. This includes news items that report on particular transnational news themes, such as security and governance, health, and environment, in a global way, by being applicable to most worldwide. This global perspective is more evident in the transnational news themes of health and environment and less evident in news items about the news theme of security and governance.

A global perspective is also present in foreign news item content. This applies to the representation of civil society at national, international and global levels. Civil society is mostly represented at national and international levels of governance in news items although once again, there are news items for both SABC 3 and e-TV that highlight aspects of global governance. This is achieved by including a combination of action by national governments and global organisations as actors in certain news items.

A 'glocal' perspective is present in the analysis of SABC 3 and e-TV bulletins as a 'splace' to mediate between local and global outlooks. The bulletin structure of news broadcaster's mediate a 'glocal' perspective by positioning foreign news items with local news items in different sections at the beginning of each broadcast. This applies to sections such as headline overviews, headline news, and general news. Both SABC 3 and e-TV favour a local perspective, and this is deduced because there is predominantly more national/local news in the first fifteen minutes of broadcast in comparison to the amount of foreign news in the headline overviews. Even so, a 'glocal' perspective is still mediated even though there is a skewed representation between local and foreign news. Besides the form, there are specific story type news items with a South Africa-abroad connection and vice versa. These story type news items illustrate 'glocal' content in news items in bulletins. The current project's findings suggest that fewer than half of these story types illustrate 'glocal' content, while the remaining story types represent an international perspective, being relations between nations. While this does not appear to point to a large amount of evidence for a 'glocal' perspective, the presence of 'glocal' story types in broadcasts demonstrates that it is possible to mediate a 'glocal' perspective in predominantly national news.

Moderate cosmopolitan perspectives are present in the content of news items by analysis of how news locations are referred to in news items by SABC 3 and e-TV. Some places are referenced using a national outlook while others are described using a cosmopolitan outlook. While the majority of news locations are reported using a national outlook rather than a cosmopolitan outlook, a moderate cosmopolitan perspective is still mediated. This is because cosmopolitan descriptions of news locations are interspersed with other news items with nationalist descriptions of place in the first fifteen minutes of bulletins (form). These descriptions of place result in news locations constructed as encompassing both types of descriptions, national and cosmopolitan descriptions of place, and this encourages the mediation of a moderate cosmopolitan perspective.

A moderate cosmopolitan perspective is further reinforced in the representation of a foreign news story reported by both SABC 3 and e-TV as a global news story. The report of this foreign news story as a global news story in one week mediates a moderate cosmopolitan orientation by using both global and international words to describe the magnitude of this event. This global news event makes it possible to think about relations with others as international, relations between citizens of different nations, as well as global, thinking about relations across the world, or 'citizens' of the world, simultaneously. Actions surrounding this global news event are also reported using aspects of a moderate cosmopolitan perspective. This is because in this news story action occurs at the level of governments across nations, promoting an international orientation, but action is also represented at a global level by illustrating the action of a global organisation, the UN. The barrier to encouraging a moderate cosmopolitan perspective in its entity is that risk cosmopolitan action is not entirely achievable. Risk cosmopolitan action is not entirely achievable because while governance is presented as not only at the level of governments, by also including a global organisation, the UN, cosmopolitan debate is not fostered at all levels of society, being national, international, and global society, at the level of state, and importantly also at the level of citizens in news items.

How do Findings Position SABC 3 and e-TV News Audiences as Citizens of the Nation or Citizens of the World?

This research has demonstrated that while national or international perspectives are more dominant in SABC 3 and e-TV national television news, global outlooks are also present in the three non-sequential weeks of foreign news analysed. The majority of news on SABC 3

and e-TV is local news that pertains to the South African nation. Besides this, SABC 3 and e-TV also incorporate news from outside the nation, being foreign news, and e-TV includes slightly more foreign news than SABC 3, and more 'foreign' story types than SABC 3. In comparison, SABC 3 has more 'regional' news items and 'foreign in local' and 'local in foreign' news than e-TV. The total foreign content of SABC 3 and e-TV broadcasts is an unequal mix of regional news (African countries), international news (relations between South Africa and other countries, or relations between other countries not on the African continent), as well as global news (identified by both broadcasters in week two regarding the North Korean nuclear test event, although there are also other examples of individual global news items for both broadcasters). From these analyses it is possible to state that SABC 3 and e-TV construct its news audience predominantly as citizens of the nation but also as citizens of the world. Both broadcasters favour a national focus but still make an attempt to appeal to news audiences as an imagined interconnected community all effected by global risk, "even if not in equal measure" (Beck, 2004: 138).

Summary of Chapters: Framework in Understanding Mediation of Globalisation

Each chapter in this study clarifies specific objectives used to examine the mediation of globalisation. This is done by analysing the inclusion of foreign news in national bulletins. Each chapter is essential to develop a logical structure used to approach this complex topic. There are six chapters in the current project, including this one, and each is summarised here.

Chapter One, 'introduction: aims in interpreting national television news from a global perspective', provided a brief insight into this project's focus area. This included an explanation of the research topic, the formulation of two propositions and the construction pf three key questions used to find answers to this topic. A brief introduction to the central research concepts – mediation, national, globalisation, and cosmopolitanism – are also elaborated on in specific relation to this study, as well as including a brief historical background into the object of enquiry, being SABC 3 and e-TV as national news broadcasters. Finally this introduction is concluded with three reasons to support the appropriateness of this study in order to justify the commencement of the research.

Chapter Two, 'globalisation, nationalism, cosmopolitanism, and news: mapping critical debate', formulated a contextual background for the present research project. This included a description of four key concepts in this project, being globalisation; nationalism;

cosmopolitanism; and news. Each of these concepts is described by definition, school of thought, and its development in relation to the development of media. This chapter also clarified how this project fits in with past research and provides avenues for further research. This is achieved by acknowledging an interpretation of previous research into news and globalisation gathered to find answers to the current project's research questions.

Chapter Three, 'theoretical framework in analysing SABC 3 and e-TV news', delimited a specific conceptual framework used in the analysis of the mediation of globalisation in this study. This conceptual framework included an elaboration of key concepts from globalisation, nationalism, and cosmopolitanism, as well as news selection theory. Each of these concepts specified as relevant in finding answers in the present project. The explanation of each of these concepts illustrates the applicability of each theory in the current study.

Chapter Four, 'research methodology: examining global, 'glocal', and cosmopolitan reality within SABC 3 and e-TV news', described the quantitative methodology used in this study, being a comparative content analysis. The research methodology is key because it outlined the systematic approach – social constructivist and analytic-empirical approach – incorporated in the current project. Also the research methodology detailed a specific method used to analyse news items on SABC 3 and e-TV, and this included using a coding schedule, and then collecting the data from this coding schedule to formulate content analysis tables used to interpret the findings.

Chapter Five, 'national, global and cosmopolitan outlooks: numerical and interpretive analysis of SABC 3 and e-TV news', provided an interpretation of the content analysis tables and the transcribed news event in relation to selected key concepts outlined in chapter three. This section examined the content analyses tables and presented this data in a more concise way by using tables and graphical representations. This illustrative analysis was incorporated to support the development of the argument and to also provide a numerical interpretation of findings.

Lastly, this Chapter Six, 'comparing mediating globalisation in SABC 3 and e-TV news: conclusions and opportunities for further research', provided a closing to what has been achieved in this study. This included answering the research questions and providing a

summary of the chapters to outline the framework used to find answers in this study. Lastly, this chapter ends where new research can begin, by highlighting opportunities for further research not possible in the smaller scope of this study.

Opportunities for Further Research

This project has provided another contribution to research into globalisation and media, with a specific focus on national television news. The findings gathered and the interpretations of these findings do reaffirm aspects from similar past research, but at the same time this project also builds on previous studies and reinforces the importance of changing or modifying categories of analysis in global times. The specific instances of this include the need not to only focus on national/international interpretations of foreign news, and to also include other global analyses, that consider the 'glocal' aspect of relations today.

Concluding, this study presents two opportunities for further research. Firstly, since this project is a smaller project when compared with other content analyses done, other research into this area can contribute further by analysis of approximately one year of non-sequential weeks of foreign news on SABC 3 and e-TV, in order to interpret a more statistically accurate analysis of findings. Secondly, because this present study is a comparative content analysis, and because it is not in the scope of this project to conduct an audience reception, another research opportunity may be to undertake a reception analysis to determine if global, 'glocal', and moderate cosmopolitan perspectives mediated in SABC 3 and e-TV broadcasts, is actually taken up by the news audiences' of each channel. These avenues for further research hopefully suggest and reinforce the need to develop ongoing research into the relationship between media and globalisation. On this note, this project does not claim to provide the final word on research in this area, not only because research is ongoing but because it is not in the scope of this project to explore and cover all areas, and so any research gaps in this project should be read in this light.

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APPENDIX a: CODING SCHEDULE

Adapted from Sreberny-Mohammadi *et al*, 1985 (except 4; added onto 8; and 9; 10; 11 adapted; 12; 14; 28; 29; 30, and 31 are researchers own additions)

1	Broadcaster		
2	Sample day, date and month		
3	Type of item	Headline	
		General	
4	Headline overview	Yes	
		No	
5	Source of item		
		Broadcaster	
		Foreign	
		Unidentifiable	
6	Length of item	Sec	
7	Title event		
8	story type		
		Local news	
		Local in foreign	
		Foreign in local	
		Foreign news	
		Regional news	
		Regional in local	
		Local in regional	
9	Location		
		Country	
		Country and province/state	
		Country and city	
		Country and town	
		Country and rural	
		Country and place	
		Place	
		Place and province/state	
		Place and city	
		Place and town	
		Place and rural	
		Province/state	
		City	
		Town	
		Rural	
10	Development Level		
		Developed country (DC)	
		Developing country (dc)	
		Developed region (DR)	
		Developing region(dr)	
		Other	
	Transnational news themes		
	Security and Governance		
11	Relations between nations		

12	Relations between nation and global organisation		☐
13	Politics within nation		☐
14	Politics within global organisation		☐
15	Security		☐
16	Trade		☐
17	Aid		☐
18	Crime, police, judicial, legal		☐

Health

19	Scientific, medical	☐

Environment

20	Ecology	☐

Other

21	Religion	☐
22	Sport	☐
23	Entertainment	☐
24	Human disasters	☐
25	Natural disasters	☐

Actors

26	Main Actor/s			
	Position			
	Quoted	Yes	No	
27	Other Actor/s			
	Position			
	Quoted	Yes ☐	No ☐	

News values

28	**(Galtung and Ruge, 1965)**	frequency ☐	continuity ☐
		threshold ☐	composition ☐
		unexpectedness ☐	elite nations ☐
		cultural proximity ☐	elite persons ☐
		consonance ☐	negative ☐
29	**(Harcup and O'Neill, 2001)**	good news ☐	magnitude ☐
		celebrity ☐	entertainment ☐
30	**Extension of Boyd-Barrett (2000)**	elite organisation/s	
		national	☐
		regional	☐
		international	☐
		global	☐
		national and regional	☐
		national and international	☐
		national and global	☐
		regional and global	☐
		international and regional	☐
		international and global	☐
		other	☐
31	**News Framing**	transcribe news items	

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APPENDIX b: SABC 3 NEWS ITEMS OUTSIDE SOUTH AFRICA 18-24 SEPTEMBER 2006 (WEEK 1)

Day and Date	News Item	Order of Item	Freq of Item	Length of Item	Source/s of Item	Story Type	Location/s	Devl Level[1]	State Actor/s	Non-State Actor/s	Theme/s	News Values
Mon 18	1 WHO endorses use of DDT in fight against malaria	4th headline	Once	13 sec	No footage	Foreign in local	Unspecified – leans toward South Africa	other	SA Health Ministry Not quoted	WHO (World Health Organisation) not quoted	Scientific, medical, technical Health	Good news Elite global Organisation
	2 Mbeki to address UN General Assembly reform in security council and Darfur peacekeeping responsibilities	8th general	1st	120 sec	Broadcaster on site	Local in foreign	UN Headquarters New York	DC	President Thabo Mbeki Not quoted	Kofi Annan UN Secretary General Quoted	Politics within organisation Reform of security council and broader UN Politics within state Darfur peacekeeping issues	Cultural proximity (ethnic) Composition Personification Elite persons Elite global organisation
	3 Assassination attempt on Somalian president	9th general	Once	60 sec	Unidentified	Regional	Somalia City Baidoa	dc	Abdalia Yusaf Not quoted Ismail Hurrah Buba, Somalia foreign minister Not direct quote		Politics within state Internal conflict "tension between government and Islamists"	Cultural proximity (regional) Composition Elite persons Negative news
	4 12 Nigerian military officers killed in plane crash in centre of country	10th general	Once	29 sec	Unidentified	Regional	Nigeria Abuja (Capital)	dc	Military Officers Not quoted		Odd happening Aeroplane crash	Cultural proximity (regional) Composition Elite person Negative news
Tues 19	5 Opening of the 61st session of the UN general assembly in New York	1st headline	2nd	56 sec	broadcaster	Local in foreign	UN Headquarters New York	DC	President Thabo Mbeki Quoted	UN	Politics with organisation (poorer countries have a say in UN)	Composition Elite person Elite global Organisation

[1]Code for the development level of each country is represented as: 'DC' for developed country; 'dc' for developing country; 'DR' for developed region; 'dr' for developing region, and 'other' being applicable to no specific country.

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	6 South Africa preparing to take up non-permanent seat within UN security council	2nd headline	1st	102 sec	Broadcaster	Local in foreign	UN Headquarters New York	DC	Dumisani Khumalo SA Ambassador to UN Quoted	United Nations	Politics within organisation (UN) Politics within states (security, UN peacekeeping role)	Continuity Elite person Elite global organisation
	7 Africa Aerospace and defence show	10th general	Once	89 sec	Broadcaster	Foreign in local	Cape Town Ysterplaat Airforce Base Britain	DC	Adam Thomas British Ministry of Defence		Technical Antiterrorism technology	Elite nation Elite person Elite national institution Entertainment
	8 Thabo Mbeki address put into context	11th general	3rd	123 sec	Broadcaster	Foreign in local	SABC studio and Miranda on site (UN New York)	DC	Thabo Mbeki Re-quoted	UN WTO	Politics within organisation (UN)	Frequency Continuity Elite person Elite global organisation
Wed 20	9 UN talks to resolve Darfur Crisis	10th general	4th	38 sec	File footage	Foreign	UN Headquarters New York	DC dc	Kofi Annan UN security General Not direct quote African Union Ministers No quote		Politics within state (security and internal conflict)	Frequency Cultural proximity (regional) Elite person Elite global organisation Elite Transnational organisation Negative news
Thurs 21	10 UN general assembly debates heated between developing and developed nations	7th general	5th	145 sec	Broadcaster on site	Local in foreign	UN Headquarters New York	DC	Thabo Mbeki quoted	UN	Politics within organisation Development issues between rich and poor nations	Frequency Elite person Composition
Fri 22	11 SA and China sign trade agreement	5th headline	1st	34 sec	Broadcaster	Foreign in local	Tshwane (also referred to as Pretoria) (China)	dc	SARS commissioner Pravin Gordhan Chinas Customs minister Mu Xinsheng Both not quoted		Economic matters Trade	Cultural proximity (ethnic) Elite persons Personification Elite national organisations Good news

	12 Major media campaign to combat HIV/AIDS in Africa launched	7th general	Once	104 sec	Broadcaster	Regional in local	Johannesburg	Other	Solly Mokoetle, Chief operating officer SABC Peter Igho, Nigerian Executive Director Programmes	African Broadcast Media Partnership against AIDS	Relations between non-state actors Medical HIV/AIDS	Cultural proximity (regional) Elite persons Good news National organisations Transnational organisation
	13 World Car Free Day	9th general	Once	38 sec	Broadcaster	Foreign in local	Cape Town	dc	Helen Zille Cape Town Mayor Not quoted	South African citizens Not quoted	Human interest	Elite person Elite national organisation Entertainment
Sat 23	14 French Newspaper report Osama Bin Laden is dead	1st headline & headline overview	1st	82 sec	Al'Jazeera And other unidentified	Foreign	France Paris	DC	Jacques Chirac, French president Quoted	Osama Bin Laden Al-Qaeda leader Not quoted	Terrorism/ Insurgency Global social movement	Unexpectedness Elite nation Elite persons Elite global organisation Cultural proximity (political) Negative news
	15 Top Insurgent leader caught	2nd headline	2nd	27 sec	Unidentified	Foreign	Iraq Baghdad	dc	Iraqi authorities not quoted	Muntasir al-Jibouri (Ansar al-Sunna) largest militant group in Iraq Al-Qaeda	Terrorism/ Insurgency	Continuity Elite persons Elite national organisation Elite global organisation
	16 Muslims prepare for Ramadan	3rd headline	Once	31 sec	Unidentified	Foreign	Lebanon Beirut	dc		Muslims	Religion	Cultural proximity (ethnic) Good news
Sun 24	17 Soweto Theatre built by Dutch fund	6th general	Once	57 sec	Broadcaster	Foreign in local	Soweto	DC		Herman Van Veen UNICEF ambassador	Aid Development	Elite person Good news Celebrity Elite global organisation

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APPENDIX c: SABC 3 NEWS ITEMS OUTSIDE SOUTH AFRICA 9-15 OCTOBER 2006 (WEEK 2)

Day and date	News item	Order of item	Freq of item	Length of item	Source/s of item	Story type	Location/s	Devl Level	State actor/s	Non-state Actor/s	themes	News values
Mon 9	18 North Korea's first underground nuclear test	5th headline & headline overview	1st	105	Unidentified	Foreign	Pyongyang (capital) North Korea Seoul (capital) South Korea	dc DC	North Korean president (not quoted) Kim Jong II South Korean Minister Re-quoted George W Bush quoted	UN security council Not quoted	Political relations between states and non-state organisations Nuclear threat North Korea and other leaders, UN	Unexpectedness Cultural proximity (political) Negative news Elite persons Magnitude Elite global organisation
	19 New UN secretary General Nominated	6th headline	1st	18 sec	Unidentified	Foreign	UN Headquarters New York	DC	South Korean foreign minister Ban Ki-moon	UN	Politics within non-state organisation	Continuity Elite person Elite global organisation Cultural proximity (political) Good news
	20 West African leaders agree Ivorian President tenure be extended	7th headline	Once	20 sec	Unidentified	Regional	Not stipulated Location is Ivory Coast	dc	Ivory Coast President Laurent Gbagbo Economic community of West African States ECOWAS		Politics within state Re-election Ivorian crisis	Cultural proximity (regional) Elite persons Personification Elite transnational organisation Negative news
	21 Forging trade relations between South Africa and China	9th general	2nd	109 sec	Broadcaster	Foreign in local	Parliament (Cape Town) (China)	dc	Membathisi Mdladlana SA labour minister Quoted Zhang Xiadjian Chinese labour and social security vice minister Quoted		Economics Trade Relations between states	Cultural proximity (economic) Elite persons Personification Good news Elite national organisations

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Tues 10	22 Flurry of diplomatic meetings across Asia over nuclear crisis	9th general	2nd	44 sec	Unidentified	Foreign	Inside nuclear station North Korea	dc	Beijing South Korea Not quoted US intelligence officials requited	UN	Political relations between states	Elite person Elite global organisation Elite national organisation Negative news Cultural proximity (political)
Wed 11	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Thurs 12	23 Gibbs match fixing questioning by Indian police	7th general & headline overview	Once	93 sec	Unidentified	Local in foreign	New Delhi India	dc	Ranjit Narajan Delhi police Quoted	Herschelle Gibbs Not quoted	Sports	Cultural proximity Elite person Celebrity Elite national organisation
	24 Death of Howard Kerzner and 6 others in plane crash	10th general	Once	39 sec	Unidentified	Foreign	Dominican Republic	dc		Howard Kerzner CEO of Kerzner International and One and Only Resorts Not quoted	Entertainment Tycoon death	Elite person Negative news Cultural proximity (ethnic)
Fri 13	25 Sanctions against North Korea in response to nuclear testing	8th general	3rd	44 sec	Unidentified	Foreign	Unspecified Cut later to Japan, Maizuru	DC	Japanese cabinet (names excluded) Chinese and South Korean leaders Names excluded Requoted	UN security council Not quoted	Politics between states and non-state Sanctions imposed for nuclear testing	Elite persons Elite nations Elite global organisation Cultural proximity (political) Negative news
	26 Bangladeshi economist Muhammad Yunus wins Nobel Peace Prize	9th general	Once	42 sec	Unidentified	Foreign	Bangladesh	dc		Muhammad Yunus Not quoted Nobel Foundation	Human interest Nobel peace prize winner	Elite person Good news Cultural proximity (ethnic)
Sat 14	27 Ban Ki-moon elected as UN Secretary General Designate and sanctions against North Korea	2nd headline & headline overview	4th	100 sec	Unidentified	Foreign	UN Headquarters New York	DC	US ambassador to UN John Bolton requoted	Ban Ki-moon UN Secretary General Quoted UN	Politics within non-state Relations between state and non-state Sanctions	Elite persons Elite global organisation Cultural proximity (political) Negative news

	28 Japan says no trace of radioactivity following North Korea's nuclear testing	3rd headline	5th	26 sec	Unidentified	Foreign	Not specified cut to UN Headquarters New York	DC	Japan US intelligence	Ban Ki-moon Not quoted	Politics within non-state organisation Diplomatic haggling	Continuity Elite nation Elite person Cultural proximity (political ties) Elite global organisation Negative news
Sun 15	29 SA selected to take up non-permanent seat on UN security council	4th headline & headline overview	2nd	95 sec	Unidentified	Local in foreign	UN Headquarters New York	DC	Thabo Mbeki Not direct quote Belguim Italy Ghana Nigeria	UN security council	Politics within non-state organisation Election of security members	Cultural proximity Elite nations Elite person Elite global organisation
	30 North Korea still defiant in the face of sanctions	5th headline	6th	121 sec	Unidentified	Foreign	UN Headquarters Seoul (capital)	DC DC	Pak Gil Yon North Korean ambassador to UN Quoted EU president Name excluded Not direct quote	Protestors Seoul UN	Politics within state North Korean sanctions	Elite persons Negative news Elite global organisation Cultural proximity (political)
	31 International Danish marine expedition docks in Cape Town	8th general	Once	90 sec	Broadcaster	Foreign in local	Cape Town Danish scientists rep Denmark	DC		Scientists Researchers Naval officers Not quoted Soren Haslund-Christensen, Danish scientific expedition chief quoted	Scientific medical	Elite persons Personification Good news

Appendix d: SABC 3 NEWS ITEMS OUTSIDE SOUTH AFRICA 30 OCTOBER – 5 NOVEMBER 2006 *WEEK 3)

Day and date	News item	Order of item	Freq of item	Length of item	Source/s of item	Story type	Location/s	Devl Level	State actor/s	Non-state actor/s	Themes	News values
Mon 30	32 Two election officials killed in yesterday's DRC presidential elections	5th general	1st	54 sec	Unidentified	Regional	DRC Kinshasa (capital) Bumba (city)	dc	2 election officials Not quoted Drunken soldier Not quoted	Protestors Not quoted	Politics within state Elections Crime People killed	Cultural proximity (regional) Elite persons Negative news Elite national organisation
	33 Diplomatic efforts underway to manage fallout between Kabila and Bemba presidential candidates in DRC	6th general	2nd	115 sec	Broadcaster on site	Regional	DRC Kinshasa (capital)	dc	Joseph Kabila Not quoted Jean-Pierre Bemba Not quoted Jürgen Schröder MEP, Member of the European Parliament observer mission DRC Quoted Sisa Ngombane SA ambassador to DRC quoted		Politics within state Election fallout issues of security Political relations between states EU observer mission and SA ambassador	Cultural proximity (regional) Continuity Elite persons Elite transnational organisation Negative news
	34 Kabila allegedly signs ruling agreement	7th general	3rd	10 sec	Unidentified	Regional	DRC	dc	Kabila Not quoted PALU Antoine Gizenga Not quoted		Politics within state Election agreements	Cultural proximity (regional) Continuity Elite person Elite national organisation Negative news
	35 Lula Da Silva is Brazil's new elected president	8th general	Once	84 sec	Broadcaster on site	Foreign	Brazil	dc	Lula Da Silva Quoted Geraldo Alckmin Opposition Not quoted	Female Brazilian Quoted Male Brazilian Quoted	Politics within state Presidential elections	Cultural proximity (political) Elite person Good news

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Tue 31	36 Military officer sentenced to death for shooting two electoral officers	8th general	4th	17 sec	No footage available	Regional	DRC	dc	Military officer Not quoted South African observer mission Not direct quote		Politics within state Update on election procedure Crime Death sentence	Cultural proximity (regional) Elite person Elite national organisations Negative news
	37 Africa Forum second General Assembly in Johannesburg today	9th general	Once	85 sec	SABC	Regional in local	Johannesburg	dc	Thabo Mbeki Quoted African delegation Not quoted		Political relations between states Peacekeeping issues in Africa Politics within states Internal conflict within DRC, Liberia and Ivory Coast	Cultural proximity (regional) Elite persons
Wed 1	38 Mandela receives Amnesty International Ambassador of Conscience Award	7th general	Once	76 sec	SABC	Foreign in local	Johannesburg	dc	Nelson Mandela SA first democratic president quoted	Nadine Gordimer Writer Quoted Amnesty International	Relation between nation and global organisation (Amnesty International) entertainment	Cultural proximity (ethnic) Elite persons Good news Elite global organisation
Thurs 2	39 Eight member African delegation sent to DRC to appeal for calm in announcing election results	4th headline	5th	146 sec	File footage of DRC SABC	Regional	Johannesburg African Delegation DRC Burundi Rest shown on digital map Liberia Ivory Coast Sudan	dc dc dc dc dc	European Union monitors Not direct quote Chief Emeka Anyaoku Former Commonwealth Secretary General Quoted Two African delegation members No names provided quoted	DRC voters Not quoted Kofi Annan Previous UN Secretary General Not direct quote	Politics within states Election conflict in DRC Post war reconstruction in other countries Judicial Human rights violation in countries	Cultural proximity (regional) Elite persons Elite transnational organisations Elite global organisation Negative news

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	Story	Order	Freq	Duration	Source	Location	Place	dc	Actor	Source quoted	Theme	Categories
	40 Baby seals flocking to South African coast in effort to survive	8th general	Once	79 sec	Broadcaster	Regional	Namibia Cape Town Hout Bay Harbour	dc	Francois Ugo Seal Alert quoted	Baby seals Not human	Ecological Baby seals battle for survival Legal Culling of seals in Namibia flout international law	Cultural proximity (regional) Elite person Elite national organisation (NGO) Negative news
Fri 3	41 Biggest ever diplomatic event hosted by China begun in Beijing today	2nd headline & headline overview	1st	68 sec	SABC	Local in foreign	China Beijing (capital)	dc	Thabo Mbeki SA president Not quoted Chinese delegate Not quoted	SABC Not quoted Chinese Central TV Not quoted	Relations between state China Africa forum/summit Economics Trade relations	Cultural proximity (economic) Elite persons
	42 another South African killed in Iraq	4th headline	Once	16 sec	Digital map	Local in foreign	Iraq Baghdad (capital) and Basra (digital map)	dc	SA diplomatic mission Not direct quote	Morné Pieterse Not quoted	Politics within state Internal conflict Relations between states SA diplomatic mission in Iraq	Cultural proximity (ethnic) Elite person Elite national organisation
	43 Saddam Hussein verdict to be announced Sunday	5th headline	1st	16 sec	Unidentified	Foreign	Court room Iraq	dc	Saddam Hussein Ousted president Iraq defence minister (name not provided) Not quoted		Legal Saddam trial verdict Politics within state Preparation for conflict in announcing of verdict	Elite person Negative news Cultural proximity (political)
	44 Aerial Shoran's condition deteriorating	6th headline	Once	16 sec	Digital image in studio	Foreign	Middle East Israel	DC	Aerial Sharon Former prime minister Not quoted		Human interest Condition deteriorated	Elite person Elite nation Cultural proximity (political) Negative news

	45 Two Palestinian women killed and six wounded in Gaza	7th headline	1st	19 sec	Unidentified	Foreign	Gaza City (Gaza strip, Palestine)	dc	Israeli troops Not quoted	60 protesting Palestinian women not direct quote	Political relations between states and non-state actors conflict	Elite persons Negative news Elite national organisation Cultural proximity (political) Negative news
	46 Former Nigerian governor's property auctioned	8th general	Once	83 sec	SABC	Regional in local	Cape Town V&A Waterfront (Nigeria)	dc	Diepreye Alamieyeseigha Former Nigerian governor Not quoted Steven Powell SA Asset Forfeiture Unit Quoted	International Fraud Unit Not direct quote	Relations between state actors Asset Forfeiture from America, Britain and SA Relation between non-state actor and state International fraud unit and Nigerian government legal 40 counts of money laundering	Cultural proximity (regional) Elite persons Elite national organisation Elite transnational organisation
	47 Lions finally find freedom in South Africa	14th general	Once	45 sec	SABC	Foreign in local	Eastern Cape Port Elizabeth (plane landed) Shamwari (private game reserve in Eastern Cape) (lions released)	dc		3 lions Not human International Born Free Foundation Not quoted French circus Not quoted	Ecological Lions Legal Lions kept illegally by French circus in appalling conditions	Cultural proximity (regional) Elite persons Good news Elite global organisation
Sat 4	48 Africa bags multimillion dollar assistance package from China	1st headline & headline overview	1st	160 sec	Broadcaster on site	Local in foreign	China Beijing (capital)	dc	Meles Zenawi Ethiopian President Quoted Hu Jintao Chinese president Quoted	IMF Not quoted World Bank Not quoted WTO Not quoted	Relations between states China Africa Summit Economics Trade	Cultural proximity (economic) Elite persons Elite global organisation

	49 Human rights activists accuse China's policy of non-Interference	2nd headline	2nd	13 sec	No footage available	Foreign	SABC studio (China)	dc	Chinese government Not quoted	Human rights activists Not specific Not direct quote	Legal China flout human rights abuses in Sudan and Zimbabwe	Continuity Negative news Cultural proximity (ethnic)
	50 Worst surge of violence in months in Gaza	7th general	2nd	101 sec	Unidentified	Foreign	Gaza Strip	dc	Israeli forces	Palestinian militants	Political relations between states and non-state actors Conflict	Elite persons Negative news Elite national organisations (one movement) Cultural proximity (political)
	51 Baghdad curfew with Saddam verdict tomorrow	8th general	2nd	40 sec	Unidentified	Foreign	Iraq Baghdad (capital)	dc	Saddam Hussein former Iraqi President Not direct quote		Legal Charged with crimes against humanity Politics within state Conflict predicted ahead of court verdict	Elite person Negative news Cultural proximity (political)
	52 Iraqi war is the political football in the US congressional elections	9th general	Once	48 sec	Reuters	Foreign	America	DC	George W Bush Not direct quote Democrats Not quoted		Politics in state Elections Politics between states	Elite persons Elite nation Elite national organisation Negative news Cultural proximity (economic)
	53 Angry Iranian students protest against America today	10th general	Once	28 sec	Unidentified	Foreign	Iran Tehran	dc	American government Not quoted	1000s Iranian student protestors not quoted	Relations between state and non-state actors Protest against America, showing defiance against possible sanctions for nuclear work	Negative news Cultural proximity (economic)

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	54 Global voting campaign for next seven wonders of the world	11th general	Once	97 sec	Unidentified	Foreign	Sites Sydney opera house Statue of liberty Stone Henge Wall of China Lisbon Australia	DC	Tia Viering Campaign organiser Quoted		Entertainment Internet voting Culture Heritage	Elite person Good news Cultural proximity (ethnic)
Sun 5	55 Saddam verdict released, death by hanging	1st headline & headline overview	3rd	136 sec	Reuters	Foreign	Iraq Baghdad (capital) Tekreet Iran	dc dc	Saddam Hussein Ousted Iraqi president Not quoted	People rejoice in Baghdad and Iran Sunni's protest in Tekreet	Legal, judiciary security	Elite person Negative news Cultural proximity (political)
	56 China Africa Summit has ended in Beijing with multibillion dollar deals signed	5th general	2nd	153 sec	Broadcaster on site	Local in foreign	China Beijing (capital)	dc	Seyoum Mesfin Ethiopian President Quoted	Manne Dipico Deputy Chairperson DeBeers quoted Thabo Mpama Executive director marketing African Access Quoted	Economics Trade development Relations between states China Africa Forum	Cultural proximity (economic) Elite persons Elite national organisations

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APPENDIX e: e-TV NEWS ITEMS OUTSIDE SOUTH AFRICA 18 – 24 SEPTEMBER 2006 (WEEK 1)

Day and date	News item	Order of item	Freq of item	Length of item	Source/s of item	Story type	Location/s	Devl Level	State actor/s	Non-state actor/s	Themes	News values
Mon 18	1 Outrage over Popes comments of Islam	4th general & headline overview	Twice	88 sec	Unidentified	Foreign	Tulkarem and Nabulus (towns) (West Bank Palestine)	dc	Ishmael Haniyeh, Palestinian prime minister quoted	Pope not quoted	Politics within state Internal conflict in Palestine Religious Attack	Elite persons Negative news Cultural proximity (ethnic)
	2 Bush pushing legalisation of state sponsored torture on terror suspects	5th general	1st	99 sec	ABC interview	Foreign	America	DC	President George W Bush Not quoted John McCain, republican senator Quoted		Legal/judicial Military issue of torture Terrorism	Elite person Elite nation Negative news Cultural proximity (economic)
	3 Chemical leak on board the international space station	6th general	Once	34 sec	NASA footage	Foreign	International space station NASA headquarters America	DC	NASA		Science, technical Odd happening	Unexpected Elite national organisation Negative news Cultural proximity (economic)
Tues 19	4 Attempted coup in Thailand	4th headline & headline overview	1st	34 sec	Unidentified	Foreign	Thailand Bangkok (Capital)	dc	Thailand's Prime Minister (no name provided) Not quoted	Coup mobilisers Not quoted	Politics within state Internal conflict coup	Elite person Elite national organisation (movement) Negative news Cultural proximity (political)
	5 Hungarians riot as leader admits lying to get re-elected	7th general	1st	42 sec	Reuters	Foreign	Hungary	DC	Ferenc Gyurcsany Hungarian Prime Minister Not directly quoted	protestors	Politics within state Internal conflict protest	Elite nation Elite person Negative news Cultural proximity (political)
Wed 20	6 Thailand under martial law in wake of Coup	8th general & headline overview	2nd	72 sec	Unidentified	Foreign	Thailand	dc	Military Not quoted	Coup members not directly quoted	Politics within state Coup	Elite persons Elite national organisations (movement) Negative news Cultural proximity (political)

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	7 Iranian president accuses United States and Britain of using UN for their own ends	7th general	Once	47 sec	Unidentified	Foreign	UN Headquarters New York	DC	Iranian President, Mahmoud Ahmadinejad Quoted	UN general assembly	Politics within non-state organisation Issue of accountability	Elite person Elite global organisation Negative news Cultural proximity (political)
	8 Thousands gather for Steve Irwin's memorial	8th general	Once	44 sec	Unidentified	Foreign	Australian Zoo	DC	Australian prime minister John Howard Not direct quote	Bindi Irwin Quoted	Entertainment	Elite persons Celebrity Negative news Cultural proximity (ethnic)
	9 V&A Waterfront being sold in biggest ever property deal	9th general	Once	104 sec	Broadcaster	Foreign in local	V&A Waterfront	dc	Western cape premier Abraham Rasool Quoted	London and Regional Properties Istithmar (Dubai) Decorum WECWIA (Western Cape Women's Investment Alliance) Kgontsi Investments	Economics International property investment	Cultural proximity Elite persons Elite national organisations
Thurs 21	10 Doctors appeal for international help in drug resistant TB outbreak	4th general & headline overview	Twice	111 sec	Broadcaster	Foreign in local	Church of Scotland Hospital Tugela Ferry	dc	Health department Not directly quoted	Dr Tony Moll Quoted WHO CDC Not quoted	Medical Health Drug resistant TB	Cultural proximity Elite person Elite global organisations
	11 Future of Thailand's ousted prime minister still uncertain	6th general	3rd	70 sec	Unidentified	Foreign	Thailand, Bangkok (Capital)	dc	Thaksin Shinawatra Thailand's prime minister Not directly quoted	Military coup leaders Not directly quoted Thai citizens Not directly quoted	Politics within state Internal conflict coup	Elite person Negative news Cultural proximity (political)

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Fri 22	12 Weight restrictions on models in Madrid	8th general	Once	94 sec	Unidentified	Foreign	Madrid (capital)	DC		Fredirico Denti Model agency GM Quoted Myriam Seguy model quoted	entertainment	Elite persons Elite national organisation Good news Cultural proximity (ethnic)
Sat 23	13 French newspaper claims Osama Bin Laden is dead	1st headline "our top story tonight" & headline overview	2nd	94 sec	Unidentified	Foreign	France	DC	French president quoted	Osama Bin Laden (Al-Qaeda) Not quoted French newspaper Not quoted	Terrorism Insurgency	Elite persons Elite global organisation Negative news Cultural proximity (political)
	14 Ivory Coast toxic waste scandal	7th general	Once	61 sec	Unidentified	Regional	Ivory Coast Abidjan (capital)	dc	Ivory Coast Prime minister Not quoted	Trafigura 10 executives not quoted	Environment Toxic waste dumping Health	Cultural proximity Elite persons Negative news
	15 Venezuelan president fires barrage against arch enemy George W Bush	8th general	Once	88 sec	Unidentified	Foreign	Venezuela UN assembly New York	dc	Hugo Chavez Frias Venezuelan president quoted George W Bush American president Not directly quoted		Relations between states Entertainment Sensational feud	Elite persons Elite nation Negative news Cultural proximity (economic)
Sun 24	16 Is Osama Bin Laden dead or alive?	4th headline & headline overview	3rd	101 sec	Unidentified	Foreign	Journalists office in France	DC	Saudi intelligence Not direct quote Jacques Chirac French president Not quoted	Journalist L'est Republican newspaper Quoted Osama Bin Laden Not quoted Al-Qaeda Not quoted	Terrorism/ Insurgency	Elite person Elite global organisation Negative news Cultural proximity (political)
	17 40 000 protest against government in Hungary	7th general	2nd	64 sec	Unidentified	Foreign	Budapest (capital) Hungary	DC	Police Not quoted Ferenc Gyurcsany Hungary president Not directly quoted	40 000 Hungarian citizen protestors not quoted	Politics within state Internal conflict Protests	Elite persons Negative news Cultural proximity (political)

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18 7 people killed in severe tornados and storms in middle America	8th general	Once	45 sec	Unidentified	Foreign	Middle America Kentucky Missouri Illinois	DC		Unidentified witness Quoted Weather forecasters Not directly quoted	Natural disaster Tornado and flooding	Elite nation Unexpected Negative news Cultural proximity (economic)
19 Raging bush fires in Australia kill one person and razes dozens of homes	9th general	Once	37 sec	7 news Australian broadcaster	Foreign	Australia	DC	Fire-fighters Not quoted	Person killed unidentified	Natural disaster Bush fires	Elite nation Unexpected Negative news Cultural proximity (economic)

APPENDIX f: e-TV NEWS ITEMS OUTSIDE SOUTH AFRICA 9-15 OCTOBER 2006 (WEEK 2)

Day and date	News item	Order of item	Freq of item	Length of item	Source/s of item	Story type	Location/s	Devl Level	State actor/s	Non-state actor/s	themes	News values
Mon 9	20 North Korea conducts first nuclear test against international warnings	6th general & headline overview	1st	105 sec	Unidentified	Foreign	North Korea nuclear site Pyongyang (capital)	dc	Shinzo Abe Japanese prime minister Quoted George W Bush quoted	UN Not quoted	Politics within state Nuclear testing Politics between states	Elite persons Elite nation Negative news Elite global organisation Cultural proximity (political)
	21 In studio contextual debate on North Korean Nuclear testing	7th general	2nd	123 sec	Broadcaster	Foreign in local	e-TV studio	other		Tom Wheeler SA institute of International Foreign Affairs	Politics within state Politics between states	Continuity Elite person Elite national organisation
	22 Ban Ki-moon nominated as UN new Secretary General	8th general	1st	69 sec	Unidentified	Foreign	UN Headquarters New York	DC		UN Ban Ki-moon Not quoted Kofi Annan Not quoted	Politics within non-state organisation Election of new secretary general Politics in state Nuclear testing	Continuity Elite person Elite global organisation Good news Cultural proximity (political)
Tues 10	23 Google buys YouTube	4th headline	Once	65 sec	Unidentified	Foreign	Site on internet Google Headquarters	DC		Google Not quoted Rick Summer American Internet Analyst quoted	Economics Big business buy out Entertainment internet	Elite person Elite national organisation (rep global) Good news Cultural proximity (economic)
	24 Israel discovers oil	8th general	Once	66 sec	Unidentified	Foreign	Israel	DC		Gidon Gab-Am Geological advisor quoted	Odd happening Discovery of oil	Elite person Elite nation Unexpected Good news Cultural proximity (ethnic)

	25 Drug Bust in China leads to 400 suspected drug lords arrested	9th general	Once	28 sec	CCTV	Foreign	China	dc	Chinese police Not quoted	Drug lords Drug mules Not quoted	Crime Smuggling of heroine	Elite national organisation Negative news Cultural proximity (economic)
	26 New Law passed in India in attempt to end child labour	10th general	Once	33 sec	Unidentified	Foreign	India	dc		Child labourers Alluded to Not quoted UN Not direct quote	Legal Law to protect against child labour	Elite global organisation Good news Cultural proximity (economic)
	27 TB outbreak in Eastern Europe and Central Asia	11th general	Once	31 sec	Unidentified	Foreign in local	Laboratory (Europe)	dr		EU doctors Not direct quote 70 000 people infected not quoted or represented	Medical Health drug resistant TB outbreak	Cultural proximity Negative news
Wed 11	28 16 people killed in train crash northern France	7th general	Once	36 sec	Unidentified	Foreign	Train wreckage Northern France	DC	Dominique de Villepin French Prime Minister Not direct quote	Crash victims Noy quoted	Human disaster	Elite person Elite nation Negative news Cultural proximity (political)
	29 North Korea says anymore threats by the west or its neighbours will be seen as a declaration of war	8th general	3rd	88 sec	Unidentified	Foreign	North Korea military parade file footage Later Japan	dc DC	North Korea Not direct quote US and Britain Not quoted Japan Not direct quote	Japanese protestors UN	Politics within state Politics between states War footing Nuclear issue Sanctions	Elite nations Negative news Cultural proximity (political)
Thurs 12	30 Gibbs supplies three past cricket players names in New Delhi grilling over match fixing	1st headline & headline overview	Twice	113 sec	Unidentified	Local in foreign	New Delhi (capital) India	dc	Ranjit Narayan Joint commissioner Delhi police	Herschelle Gibbs	Sport Issue of match fixing	Cultural proximity (ethnic) Elite persons Celebrity Elite national organisation

	31 Resort tycoon 'butch' Kerzner and three others die in plane crash	5th general	Once	39 sec	Unidentified	Foreign	Dominican Republic	dc		Butch Kerzner Not quoted Sol Kerzner Father not quoted	Entertainment Death of celebrity	Elite persons Unexpected Negative news Cultural proximity (ethnic)
	32 Baseball player dies when aircraft ploughs into apartment block	8th general & headline overview	Twice	97 sec	File clip Comcast sportsnet	Foreign	New York Upper east side Manhattan (borough)	DC	NORAD North American Aerospace Defence Command Army official quoted	2 Eye witnesses Quoted Cory Lidle Yankees Baseball player Quoted in older file	Odd happening	Unexpected Elite nation Elite person Celebrity Elite national organisation Negative news Cultural proximity (economic)
Fri 13	33 World powers moving closer to slapping sanctions against North Korea	6th general	Fourth	78 sec	Unidentified	foreign	Maizuru (city) Japan UN building (New York) South Korea	DC DC DC	Japan Not quoted John Bolton US ambassador to UN Quoted Kim Jong II North Korea Not direct quote Roh Moo-Hyun South Korean president not quoted	South Korean protestors Not quoted UN	Politics within state Protesting, nuclear threat Political relations between states Sanctions against North Korea	Elite persons Elite nation Elite global organisation Negative news Cultural proximity (political)
	34 Head of British army calls for UK troops in Iraq to be withdrawn	7th general	Once	81 sec	Unidentified	Foreign	Iraq	dc	General Richard Dennatt Quoted Blair's office Not direct quote (statement)		Aid Military aid of UK troops in Iraq	Unexpected Elite persons Elite nation Elite national organisation Negative news Cultural proximity (economic)

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	35 Nobel Peace Prize to Bangladeshi Bank and its founder Muhammad Yunus	8th general	Once	47 sec	Unidentified	Foreign	Bangladesh	dc	Economist Muhammad Yunus Not quoted	Nobel Foundation	Human interest Nobel peace prize	Elite person Good news Cultural proximity (economic)
Sat 14	36 UN report reveals grim picture about the abuse of women	2nd headline	Once	65 sec	Unidentified Also local broadcaster	Foreign	Locations Unspecified UN	DC		Women across world Not quoted UN Kofi Annan UN secretary general Not direct quote	Human interest Women abuse	Elite global organisation Negative news Cultural proximity (ethnic)
	37 Home video emerges showing Taliban in action in Afghanistan	7th general	Once	76 sec	Home video Not confirmed yet	Foreign	Uruzgan (province) Afghanistan	dc		Taliban Not quoted Mullah Omar Leader Taliban fighters Not quoted	Politics within state insurgency	Elite person Elite national organisation Negative news Cultural proximity (political)
Sun 15	38 Global crackdown on North Korea's nuclear ambitions	3rd headline	Fifth	93 sec	Unidentified City map from Google earth	Foreign	North Korea Pyongyang (capital) UN headquarters	dc DC	Pak Gil Yon North Korean Ambassador to UN Quoted John Bolton US ambassador to UN Quoted Japanese ambassador Not direct quote	UN Not direct quote	Politics within non-state organisation Defiant North Korea in UN Security council Politics within state North Korea nuclear issue	Elite persons Elite global organisation Negative news Cultural proximity (political)

Appendix g: e-TV NEWS ITEMS OUTSIDE SOUTH AFRICA 30 OCTOBER – 5 NOVEMBER 2006 (WEEK 3)

Day and Date	News item	Order of item	Freq of item	Length of item	Source/s of item	Story type	Location/s	Devl Level	State actor/s	Non-state actor/s	themes	News values
Mon 30	39 105 people die in Nigerian aeroplane crash	9th general	Once	68 sec	Nigeria local TV network Logo illegible	Regional	Nigeria Abuja (capital)	dc	Olusegun Obasanjo Nigerian president Not direct quote	Sultan Muhammadu Maccido ADC local airliner Not quoted	Odd happening Aeroplane crash	Cultural proximity (regional) Unexpected Elite persons Negative news
Tues 31	40 SA Defence Minister under fire for lost weapons	2nd headline & headline overview	1st	138 sec	Unidentified e-TV reporter other footage unidentified	Local in regional	Parliament Cape Town Burundi Bujumbura (capital)	dc	SA Auditor general Not direct quote Mosiuoa Lekota SA Defence Minister Not quoted		Relations between states SA peacekeeping in Burundi Aid Military peacekeeping forces	Cultural proximity (ethnic) Elite persons Elite national organisation
	41 World Bank is calling 2005 the year of Africa	3rd headline	Once	114 sec	Unidentified	Foreign in local	Johannesburg (meeting)	other	Thabo Mbeki SA president Direct quote	World Bank Not direct quote	Economics Africa economic growth	Cultural proximity (regional) Elite person Good news Elite global organisation
	42 Thirteen people already dead from super typhoon Cimarron in Philippines	8th general	Once	67 sec	Unidentified	Foreign	Philippines	dc		Typhoon Cimarron Not human Philippine citizens Not quoted	Natural disaster Typhoon Category 5 storm	Unexpected Negative news Cultural proximity (economic)
Wed 1	43 Lekota denies loss of national defence force weapons	5th general	2nd	119 sec	Unidentified e-TV journalist report in SA	Local in regional	Burundi Bujumbura (capital)	dc	Mosiuoa Lekota SA Defence minister quoted		Aid Military peacekeeping Legal Missing arms, vehicles and ammunition	Cultural proximity (ethnic) Elite person Elite national organisation

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	44 Life of Hubble space telescope is going to be extended	6th general	Once	55 sec	NASA	Foreign	NASA headquarters Space	DC	NASA Not quoted	Hubble space telescope Not human	Technical Repair to telescope Scientific Role telescope has played in determining age of universe	Elite national organisation (rep global) Good news Cultural proximity (economic)
Thurs 2	45 Ten Palestinians' killed and almost sixty wounded in the biggest military raid in Gaza since Israel withdrew last year	6th general	1st	80 sec	Unidentified Amateur footage	Foreign	Gaza Beit Hanun (town) Israel Sderot (city)	dc DC	Hamas Not direct quote Israeli government Not direct quote		Political relations between states Internal conflict	Magnitude Elite national organisations Negative news Cultural proximity (political)
	46 More than thirty people killed in flash floods in South East Turkey	7th general	Once	27 sec	DHA Reuters	Foreign	South East Turkey	dc		People killed and affected by flood Not quoted	Natural disaster Flood	Unexpected Negative news Cultural proximity (economic)
	47 British scientists created what is believed to be first artificially created human liver	8th general	Once	83 sec	Unidentified	Foreign	Laboratory Britain	DC		British scientists Not quoted	Science Artificially created liver	Unexpected Elite person Elite nation Good news Cultural proximity (economic)
Fri 3	48 Freshly Ground win award for best African act at last nights MTV European music awards	4th headline	Once	108 sec	MTV Europe File footage	Local in foreign	Recording studio SA MTV event Copenhagen (capital)	DC		Koketso Koshane SA radio presenter Quoted Freshly Ground Quoted	Entertainment SA band win music award	Cultural proximity (ethnic) Elite persons Good news Celebrity

49 Another South African killed in Iraq	6th general	Once	26 sec	Unidentified	Local in foreign	Iraq Basra	dc	Foreign Affairs Not direct quote	Morne Pieterse Not quoted	Relations between state and non-state actors South Africans working in security industry in Iraq	Cultural proximity (ethnic) Elite persons Negative news
50 Dozens of Palestinian's killed in last two days as Israel continues pounding the strip	7th general	2nd	60 sec	Unidentified	Foreign	Beit Hanun Gaza Strip	dc	Israeli troops Not quoted	200 protesting women not quoted	Relations between states and non-state actors Israeli troops and Palestinian civilians Politics within state conflict	Elite national organisation Elite nation Magnitude Negative news Cultural proximity (political)
51 Tensions between Iran and West rise as Iran demonstrates its defensive strength	8th general	Once	67 sec	Alalam exclusive	Foreign	Iran	dc	Israeli Foreign Ministry (no name provided) Not direct quote Iran Not direct quote	UN Not quoted	Relations between states Iran and Israel long range missile Relations between state and non-state actor Iran and UN Politics within state Nuclear development programme	Elite persons Elite global organisation Negative news Cultural proximity (political)

Sat 4	52 More than thirty South African service men face serious charges in African nations, from assault, to rape and murder	1st headline & headline overview	3rd	164 sec	Unidentified Interview e-TV	Local in regional	DRC Burundi Tshwane (also referred to as Pretoria)	dc dc	Flippie Venter Airforce Sergeant Not quoted Lieutenant Colonel Koos van Reder Not quoted	Festus Aboagye Institute for Security Studies Quoted UN Not quoted	Relations between states South Africa and DRC and Burundi Aid SA peacekeeping forces	Cultural proximity (ethnic) Elite persons Negative news Elite national organisation
	53 Iraqi's are bracing for bloodshed ahead of an expected verdict on Saddam Hussein's charges of crimes against humanity	5th general	1st	68 sec	Unidentified	Foreign	Iraq Baghdad (capital) Tahir	dc	Saddam Hussein Former Iraqi dictator (president)	Civilians killed in bomb blasts Not quoted	Politics within state Expected conflict with verdict Legal Saddam Hussein's verdict	Elite person Negative news Cultural proximity (political)
	54 Militants vow to restart suicide campaign against Israel	6th general	3rd	54 sec	Unidentified	Foreign	Gaza	dc	Hamas Not direct quote	Palestinian militants Not direct quote	Relations between states Palestine and Israel Relations between state and non-state actors Israel and militants	Negative news Elite national organisation Cultural proximity (political)
	55 China promises 5 billion US dollars in preferential loans to Africa in next three years	7th general	Once	73 sec	Unidentified	Local in foreign	China Beijing (capital)	dc	Chinese government Not direct quote		Political relations China and African countries economics Trade Relations, development	Cultural proximity (economics) Good news

Sun 5	56 Defiant Saddam Hussein has been sentenced to death	2nd headline & headline overview	2nd	111 sec	Unidentified	Foreign	Iraq	dc	Saddam Hussein previous Iraqi president Not direct quote Iraqi former chief judge Not quoted Former vice president Not quoted		Legal Saddam's verdict	Unexpected Elite person Negative news Cultural proximity (political)
	57 Iraqi's celebrate death sentence handed down to their former dictator	3rd headline	3rd	114 sec	Unidentified	Foreign	Iraq Dujail (town) Tekreet (city) Iran	dc dc	Iraq Prime Minister quoted	Ali Hassan Al-Haidari Witness in Dujail case Quoted Protestors One quoted Soroush Ramazani Iranian student quoted	Legal Saddam Hussein's verdict	Continuity Elite person Negative news Cultural proximity (political)
	58 Scientists warn if we don't stop over-fishing their will be no more sea creatures left by 2050	5th general	Once	101 sec	e-TV other footage unidentified	Foreign in local	Cape Town footage Harbour	dc	Martinis van Schalkwyk Environmental minister Not quoted	International scientists Not direct quote International poachers Not quoted	Ecological Over-fishing Crime Poaching of Perlemoen in South Africa	Elite persons Negative news
	59 Durbanites take part in aqua aerobics and yoga marathon earning two world records	6th general	Once	85 sec	Unidentified	Foreign in local	Durban	dc		Aqua aerobics women team Not quoted Yoga women team Not quoted Guinness World Records	entertainment	Cultural proximity (ethnic) Good news Elite global organisation

SABC 3, Monday, 9 October 2006
Headline overview and headline news

Newsreader:	The world woke up today with the news that it has another nuclear power to reckon with. World leaders and the markets acted swiftly to North Korea's first underground nuclear test. South Africa has added its voice to those condemning it. The various registers measured almost four on the Richter scale indicating an explosion of anything up to 50 kilo tons.
Voice over:	*Nuclear missiles paraded with parade music, banner: North Korea, Pyongyang, close up of Kim Jong II and military tanks being paraded, banner: North Korea nuclear tests* This man has the world extremely uneasy. Kim Jong is reported to be involved in everything from gun running and labour camps, mass starvation of and biological experiments on his people. Buckling under increased isolation, he's played his trump card, nuclear power. *Banner, South Korea, Seoul, official addressing audience* South Korea says this could provoke nuclearisation in other countries and the Japanese prime minister on a visit warned the world is entering a new dangerous nuclear age. *American flag, fireplace, George Washington painting on wall, George Bush, USA President enters, banner: US, Washington* This afternoon US president George Bush said he'd spoken to China, Russia, Japan and South Korea about what he termed 'the provocative act'.
George Bush	We reaffirm our commitment to a nuclear free North Korean peninsula and all of us agree that the proclaimed actions by North Korea are unacceptable.
Voice over:	*Table Mountain in background, nuclear energy plant* South Africa, who gave up its nuclear programme, said nuclear weapons were neither a deterrent or a source of security. *Korean man working factory switches, cut to UN building* UN Security Council is expected to hold an emergency meeting later today.

SABC 3, Tuesday 10 October 2006
General News

Newsreader:

South Korean flag with radio active sign
A flurry of diplomatic meetings have been held across Asia as leaders try to decide what to do next about North Korea. China has called for appropriate UN action over the country's claim that it has carried out a nuclear test. But both Beijing and South Korea don't want any kind of military action.

Voice over:

Outside nuclear plant, cut to inside, banner: appropriate UN action, cut to nuclear worker, back to outside factory
China has decided to send an envoy to North Korea to persuade Kim Jong not to raise further tensions. The two countries are engaged in high level talks. Meanwhile US intelligence officials doubt that North Korea really did test a nuclear device as it has claimed. They say the seismic tremor registered could have been caused by conventional explosives.

SABC 3, Wednesday 11 October 2006
NO STORY

SABC 3, Thursday, 12 October 2006
NO STORY

SABC 3, Friday 13 October 2006
General *(classified as international news)*

Newsreader:

North Korean flag and nuclear warning sign
Initial tests of air samples taken by US planes near North Korea show no evidence of radiation but the US is not yet ready to declare that Kim Jong did not detonate a nuclear device. Meanwhile the UN Security Council is expected to vote tomorrow on a draft resolution imposing sanctions against the country.

Voice over:

Banner: Japan, Maezuru, minister addressing members, Japanese flag next to lectern
Japan's cabinet has confirmed it is imposing unilateral sanctions. It'll include trade and travel bans and freezing imports and visits by North Korean officials.
A harbour and cargo ships, cut to Korean town (unspecified)
Meanwhile the Chinese and South Korean leaders say that the UN must take necessary and appropriate action. Kim Jong has promised strong counter measures against any sanctions.

Newsreader:

North Korean flag and nuclear warning sign
President Thabo Mbeki has joined the international community in congratulating South Korean's Ban Ki-moon on his election as United Nations secretary general designate. South Africa is said to be elected as a non permanent member of the United Nations Security Council for the 2007/2008 period. The association of South East Asian nations and Kofi Annan have also congratulated Ban on his appointment.

Voice over:

Banner: United Nations, inside UN, close up Ban Ki-moon
The next UN secretary general, South Korea's Ban Ki-moon. He takes over from Ghana's Kofi Annan in January.
Close up newspaper, 'Ban appointed UN Chief
He takes up the post at a crucial time for the United Nations and has pledged to support for efforts to reform the body and seek global peace.

Ban Ki-moon

Cut to Ban Ki-moon, addressing media, banner: new UN secretary
I may look low key or softer spoken but that does not mean that I lack leadership or commitment.

Voice over:

Long shot delegates seated in UN building, banner: North Korea's nuclear activity being examined
One of the key issues that the UN is addressing is the North Korea situation. The country's nuclear activity has caused a flurry of diplomatic meetings. The UN Security Council is expected to impose arms and financial sanctions on North Korea today.

Cut to Russian and Chinese diplomat walking, later cut to US ambassador addressing UN, next cut to fighter jet flying, cut to bomb dropped in desert area
Russia and China submitted new amendments to the US drafted UN resolution which expected to delay the vote. US ambassador John Bolton is confident the resolution will be adopted today. Russia's Defence Minister says any UN sanctions imposed should not even hint at using force. This comes as the US exercises its military might. Patriot intercept missiles were on display at an air show at a US air base south of Seoul.

Third Headline

Voice over:

Delegates seated around a table
In another development Japan says there's no trace of any radioactivity following North Korea's apparent test this week.

Cut to radiographer and then delegates inside UN building
A preliminary US intelligence report says radioactive samples were collected near the suspected nuclear test site. While eleventh hour diplomatic haggling continues at the council there's a call for the man who will take over the reigns next year for action.

SABC 3, Sunday 15 October 2006
Fifth headline

Newsreader:

North Korean flag and nuclear sign in background
It's nearly 24 hours since the United Nations Security Council imposed sanctions on North Korea. The reclusive state has condemned it. Incoming UN Secretary General Ban Ki-moon says he hopes to travel to the country to meet President Kim Jong II before he takes up his duties at the world body next year.

Pak Gil Yon

Cut to Pak Gil Yon, North Korean ambassador addressing UN Security Council
The DPRK will continue to take physical counter measures considering it as a declaration of war!

Voice over:

Cut to seated General Assembly, banner: yesterday, United Nations, close up US ambassador addressing UN
Still defiant in the face of sanctions. Last Monday North Korea claimed that it carried out a nuclear test.
Digital image of map showing how nuclear device placed underground the control station, shows digital representation of nuclear device explosion under nuclear plant
It's believed a nuclear device was placed in a tunnel, a led line canister with the monitoring equipment was lowered into the shaft and the hole was plugged to contain the explosion. The underground chamber was filled with radioactive gas, as this cooled molten rock was formed. When the pressure falls the chamber collapses and a crater appears on the surface.

Cut back to UN Security Council, cut to Tokyo ambassador addressing UN
But council had to overcome sharp divisions to get the sanctions passed. Tokyo says it will consider further punitive steps against North Korea. *Cut to EU president briefing media* While the EU president says the international community must stand firm against the reclusive state, China has reservations.

Cut to Asian pedestrians walking on street sidewalk, later cut to busy Asian city
The resolution allows nations to inspect cargo going to and from North Korea to prevent the illegal trafficking of weapons. It bars trade with North Korea in dangerous weapons and also imposes bans on heavy conventional weapons and luxury goods. The resolution wants nations to freeze funds connected with the country's non conventional arms programmes.
Cut to Asian protestors burning flags and image of Kim Jong II
Meanwhile in Seoul angry protestors demanded stronger measures against Kim Jung but according to a Russian envoy North Korea still hopes its party talks on its nuclear programme will continue and will decide on a return to the negotiating table.

APPENDIX i: e-TV NORTH KOREAN NUCLEAR CRISIS (WEEK 2)

e-TV, Monday, 9 October 2006
Headline overview and 6th General

Newsreader:	*Tanks in background* North Korea has stirred up an international storm by testing a nuclear device. The underground test was carried out in defiance of warnings from several countries and has led to the UN Security Council holding an emergency session today.
Voice over:	*Male worker operating nuclear equipment* The test was reportedly done at a nuclear facility north of the capital Pyongyang. Neighbouring countries detected a tremor measuring 3.58 on the Richter scale. North Korea central news agency has confirmed that the weapons test was done in the early morning hours.
	Close up of front of tank gun missile point, cut to missile being fired, and parading military artillery North Korea admitted for the first time last year that it had nuclear weapons and in July test fired seven long range missiles. It said its hand had been forced by what it called America's threats of nuclear war and economic sanction.
	Digital map of North Korea, bordered by China, South Korea and Japan, city Pyongyang highlighted. Banner: nuclear crisis in North Korea Still many countries are denouncing the test especially North Korea's immediate neighbours. *Ministers shaking hands* Japan's Prime Minister, Shinzo Abe, has met with Chinese leaders to thaw relations between the two countries and to discuss the nuclear threat. *Cut to minister talking at lectern*
Shinzo Abe:	We can never tolerate a nuclear test by North Korea
Voiceover:	*Asian ministers seated around two long rectangular tables, later cut to two armed soldiers guarding building* Abe has also met with South Korean leaders. South Korea has called an emergency security meeting and has put its armed forces on high alert.
	George Bush giving address in America, media filming him It's also become another prime policy challenge for US president George Bush
George Bush:	The United States condemns this provocative act. Once again North Korea has defied the will of the international community and the international community will respond.

*Cut to press seated around large oval table, Bush on top side being
interviewed*

Voice over: He didn't elaborate on what action will be taken. US officials have
                       discussed the possibility of applying sanctions.

7th General

Newsreader: In the studio with me now is Tom Wheeler from the South African
                       Institute of International Affairs.
                       Turns to Wheeler and poses question
                       In the last few hours South Africa too has added its voice of
                       condemnation to the test but what is the world going to do about it. We
                       keep hearing threats and sanctions and this and that but particularly
                       from the United States. What response can we expect now?

Tom Wheeler: I think it has to be done through the UN Security Council and we've
                       already seen that the emergency session has been called
                       Cut to earlier footage of Bush at table, Wheeler's voice over
                       And that some very targeted sanctions have been proposed like not
                       permitting certain materials to go to Korea and not allowing the
                       territories of countries to be used to transport those goods and so forth.
                       Cut back to interview
                       I think the last thing that anyone has in mind is military action, that is
                       just not possible and be totally too dangerous for the world at this stage.

Newsreader: An act of open defiance. North Korea must have known that it was
                       going to get a huge reaction from the international community. Why
                       did it do it?

Tom Wheeler: It's very strange. I wonder if they didn't miscalculate. They said they
                       want bilateral discussions with the United States and they may have
                       thought by doing this they could force the Americans to talk to them.
                       *Quick cut to military parade, with nuclear missiles paraded with army
                       tanks.* In contrast to that they've got condemnation even from states
                       like Iran and Pakistan, which is quite extraordinary, so they really
                       misjudged what they were going to achieve by this.

Newsreader: There has been a lot of talk about the international policies to contain
                       nuclear arms. What does it say about the non-proliferation treaty now
                       after 30 fairly successful years, is it on the out?

Tom Wheeler: I think its still there. North Korea by its decision has excluded itself
                       from the NPT which is a very sad development and I think that
                       everybody is worried that there will be a lateral spreading of nuclear
                       materials, and that's the real concern. It's not what North Korea will do
                       itself militarily but rather that this material could spread to other
                       countries who may feel the need to do the same.

e-TV week two, Tuesday 10 October 2006
NO STORY

e-TV, week two, Wednesday 11 October 2006
8ᵗʰ general

Newsreader: *fighter jets in background*
                       North Korea says any more threats by the west or its neighbours will be
                       seen as a declaration of war. At the weekend the country tested its first
                       nuclear weapon. Since then the UN Security Council has been urged to
                       introduce sanctions and North Korea's neighbours are beefing up their
                       defences. The US and Britain are also on a war footing.

                       Fighter jets in action, planes lined up
Voice over: F16 fighter jets, cargo planes and stacks of missiles. The US and
                       Britain shipping their war toys into Japan in what they call a countering
                       measure against any North Korean threat.

                       Seismograph measuring quake
                       It's not just the west that's on edge. A jittery Japan has mistaken an
                       earthquake off its coast for a second North Korean nuclear test.

                       *Cut to tanks parading missiles, soldiers singing national anthem, Kim
                       Jong II watching parade*
                       But arms experts are warning against hysterics saying that North Korea
                       is still a very small fish in a very big nuclear pond.
                       If North Korea does have a nuclear arsenal it's comparatively tiny to
                       those owned by other countries.
                       Dated footage of missiles being released
                       Russia has some 20 000 nuclear war heads, the US is hoarding over 10
                       000.

                       *Police with shields and Asian civilians protesting, stamping on image
                       of Kim Jong II*
                       While diplomatic efforts continue to diffuse the crisis back in Japan
                       protestors are clashing with police demanding that the US not stockpile
                       its weapons on their soil.

E-TV Thursday 12 October 2006
NO STORY

e-TV, week two, Friday 13 October 2006
6th general

Newsreader:	In international news world powers are moving closer to imposing sanctions against North Korea. This follows Kim Jong II claim of carrying out a nuclear test last Sunday. Japan has already confirmed that it's going ahead with sanctions and has ordered North Korean ships to leave its shores by midnight.
Voice over:	*Harbour, banner: Maezuru, Japan* The Japanese sanctions include trade and travel bans, imports and visits by North Korean officials. Kim Jong says it will retaliate if Japan goes ahead with the measures.
	UN building, ambassadors walking, US flag in background, banner: United Nations, New York But with the US pressurising the Security Council to make a decision it appears the UN is edging closer to slapping sanctions on North Korea.
John Bolton:	*John Bolton, US ambassador to UN, talking at Security Council* Certainly we're very much in favour of keeping all the diplomatic channels open but we also want swift action and we shouldn't allow meetings and more meetings and more meetings to be an excuse for inaction.
Voice over:	*Banner: Seoul, South Korea, angry Asian protestors burning flags* North Korea says it will see UN sanctions as a declaration of war. In South Korea angry demonstrators are burning North Korean flags *Cut to Asian ministers walking* While their president Roh Moo-Hyun holds talks in Beijing. He's meeting with Chinese leaders in the hope of thrashing out a strategy to deal diplomatically with their increasingly isolated and defiant northern neighbour.

e-TV week two, Saturday 14 October 2006
NO STORY

Newsreader:	Now the global crackdown on North Korea's nuclear ambitions has begun. The UN Security Council slapped punishing trade and travel sanction on the country. But North Korea remains defiant. It's denounced the UN's decision and says any further pressure from the United States will be seen as a declaration of war.
Voiceover:	*Digital map, North Korea, highlighting Pyongyang, cut later to file footage, Kim Jong II, soldiers lined up, missiles paraded on army vehicles* The UN's decision comes a week after an underground explosion that may have been a nuclear test. The United States has not been able to confirm results of an actual test but a preliminary intelligence report says radiation from the site has been detected. *Cut to inside UN, banner: UN Security Council, New York* The Security Council now wants North Korea to eliminate all its nuclear weapons and is demanding Kim Jong start talking to the world again. North Korea's rejecting that demand.
Pak Gil Yon:	*(Pak Gil Yon, North Korean ambassador to UN addressing Security Council)* It is gangster like for the Security Council to have adopted today a coercive resolution! *End of speech, flapping pages together*
Voice over:	The North Korean ambassador then stormed out of the meeting. *(Close up John Bolton, US ambassador addressing UN)*
John Bolton:	I'm not going to waste any of my time responding to what the representative of the DPRK has said but I want to call your attention *(then points dramatically)* to that empty chair *(zoom in on empty chair)*. That is the second time in three months that the representative of the DPRK has rejected a unanimous resolution of the Security Council and walked out of this chamber.
Voiceover:	*(Japanese ambassador interviewed by media)* Japan says the walk out comes as no surprise and it's also considering increasing pressure on the maverick state.