

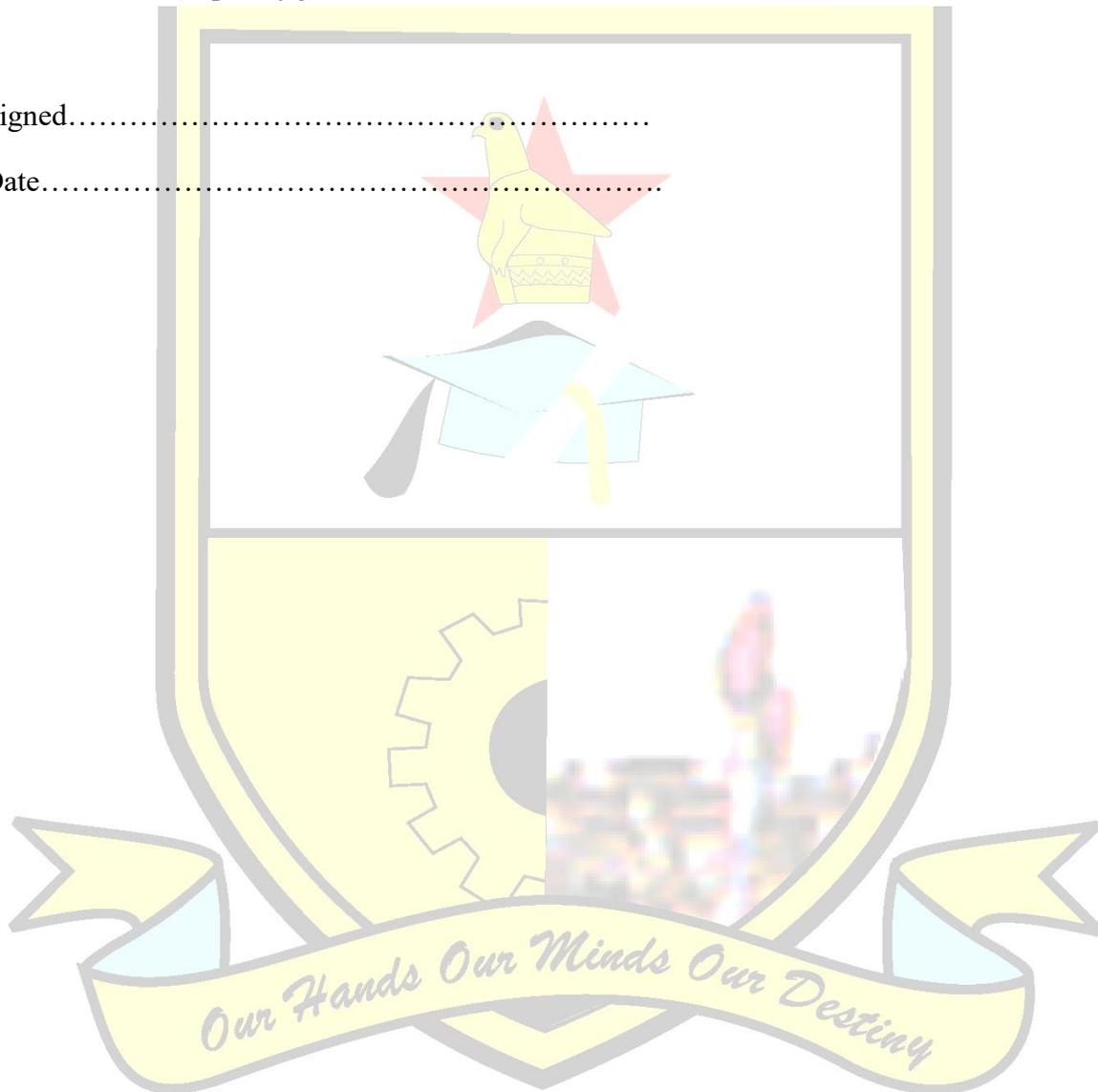
Declaration

I Terence Antonio (R123012G) do hereby sincerely declare that this dissertation is own original work that has not been previously submitted to any other university. In writing this dissertation, I duly complied with ethical issues and laws governing intellectual property.

Dissertation title: The contestations on the state of Journalism in Zimbabwe between old school and contemporary journalists in Zimbabwe.

Signed.....

Date.....



Certificate of Supervision

I hereby certify that I personally supervised this dissertation in accordance with Department Regulations and the University General Regulations.

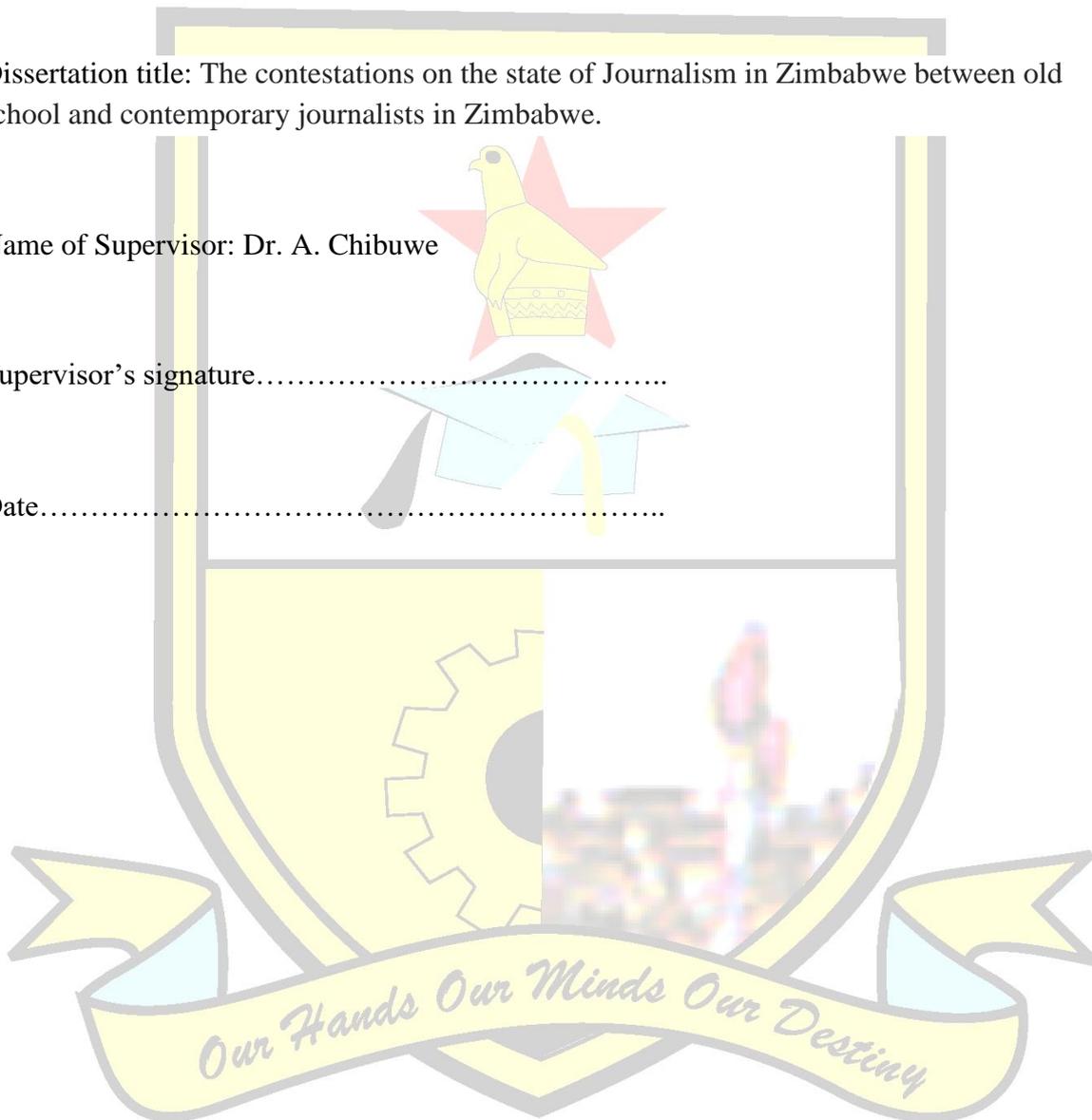
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Supervisor's signature.....

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Acknowledgements

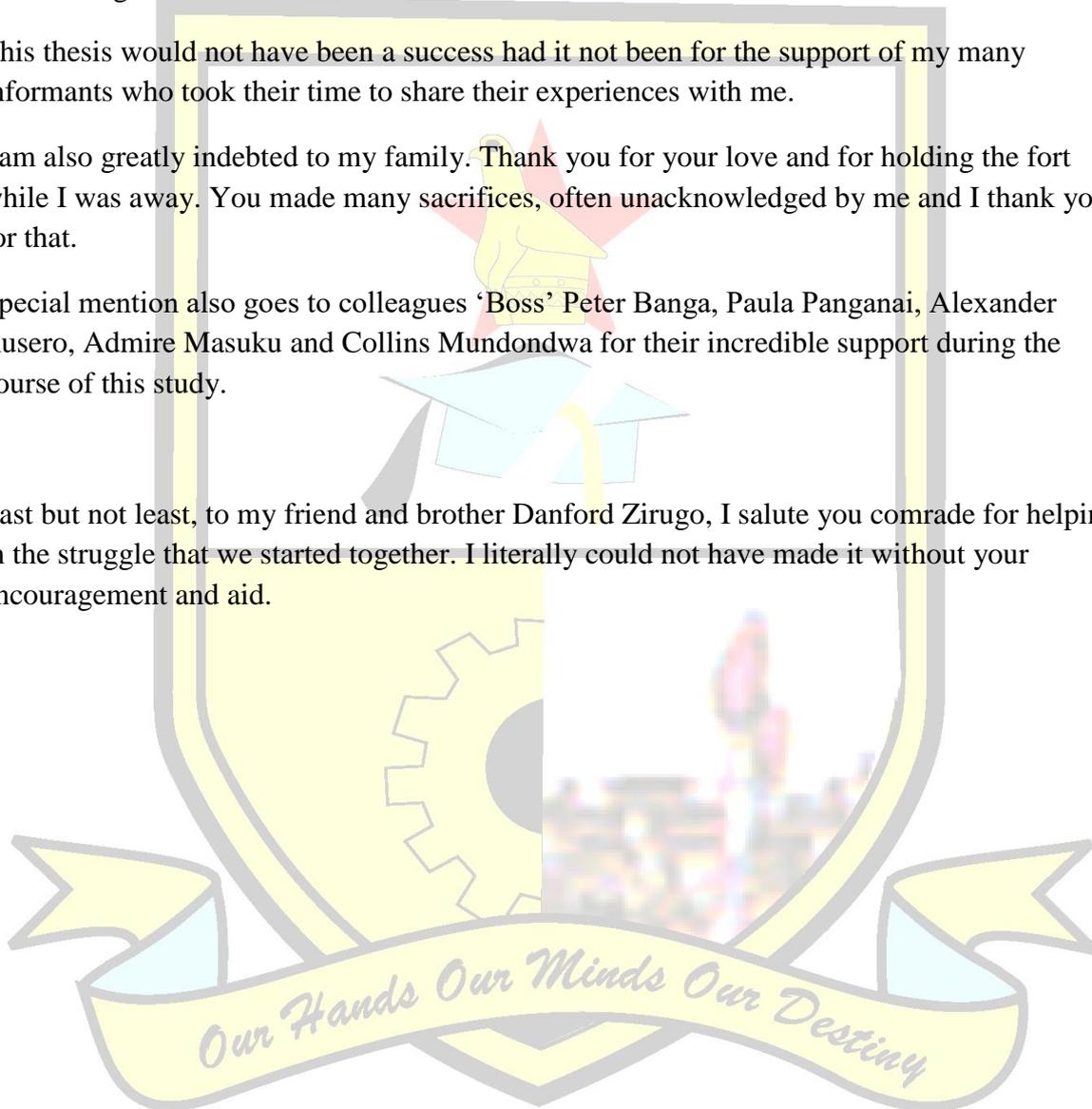
I am sincerely grateful to all the MSU Department of Media and Society Studies lecturers for their guidance and commitment, whose input went a long way towards making this thesis a success. Dr. Chibuwe your unwavering support and guidance through your supervision cannot go unmentioned. If it was not for your encouragement I could not be writing these acknowledgements Cde.

This thesis would not have been a success had it not been for the support of my many informants who took their time to share their experiences with me.

I am also greatly indebted to my family. Thank you for your love and for holding the fort while I was away. You made many sacrifices, often unacknowledged by me and I thank you for that.

Special mention also goes to colleagues 'Boss' Peter Banga, Paula Panganai, Alexander Rusero, Admire Masuku and Collins Mundondwa for their incredible support during the course of this study.

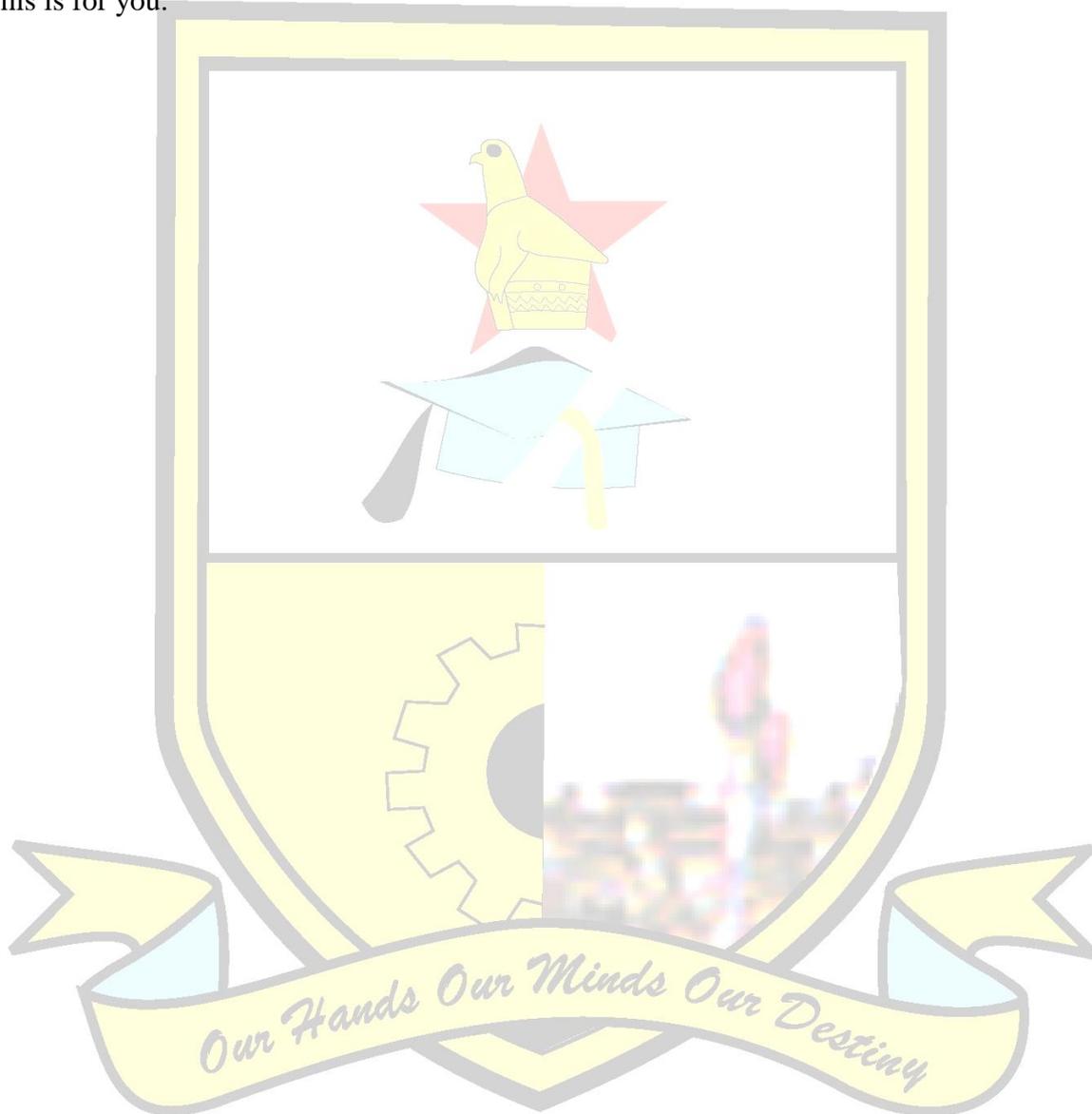
Last but not least, to my friend and brother Danford Zirugo, I salute you comrade for helping in the struggle that we started together. I literally could not have made it without your encouragement and aid.



Dedication

To my father Munashe, who thinks a world of me and you Maria, mother of me your son who holds the reigns of my levity as I soldier on.

This is for you.



Abstract

This study explores “old” school and contemporary journalist’s perceptions on the state of journalism in Zimbabwe. It interrogates the discourses around this emotive issue with a view to teasing out the biases and absences therein and how each group tries to legitimise itself at the expense of the other. The study is informed by van Dijk’s ideological square. In addition to the theory, the study utilised findings from numerous studies that spoke of declining standards on the state of journalism in Zimbabwe. The study located in the qualitative interpretive paradigm, selected its participants for interviews through purposive sampling. The data was subjected to critical discourse analysis. Findings of the study indicated that “old” school journalists attribute the decline of journalism standards in the country to unethical practice by contemporary journalists. The “old” school journalists accuse contemporary journalists for emphasizing on speed without accuracy, corruption, lack of objectivity and fuelling sensationalism. The young generation is also accused of lacking on agenda and poorly trained. To refute the allegations, contemporary journalists said the accusations of poor journalism are driven by jealousy. In typical legitimization strategy and scapegoating, both generations blame the post 2000 political and economic crisis as well as citizen journalists for contributing to the declining standards. It is anticipated that the findings of this study can be useful in going beyond simple binary comparisons of good vs bad journalism without giving practical incidences and reasons behind.

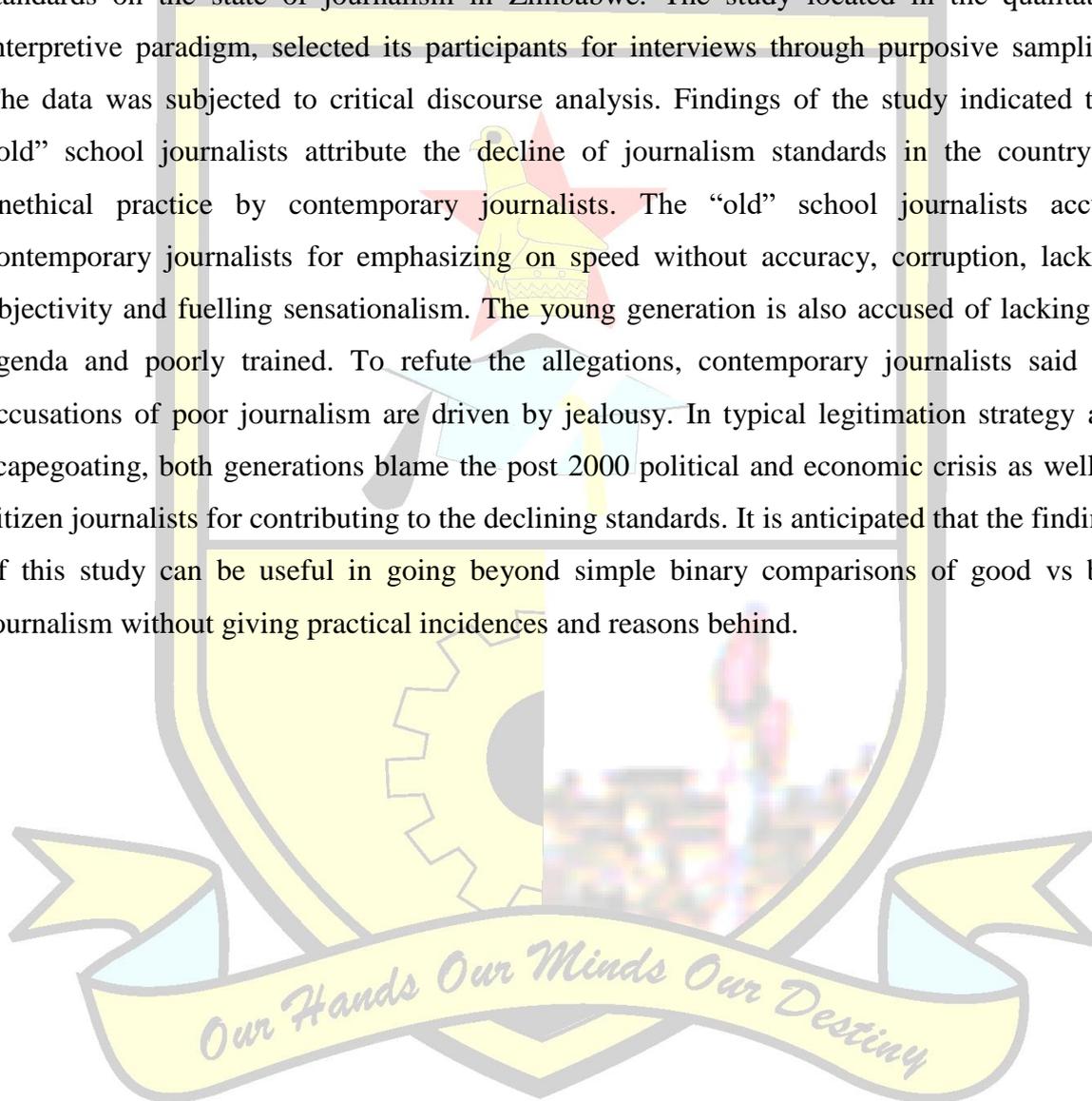
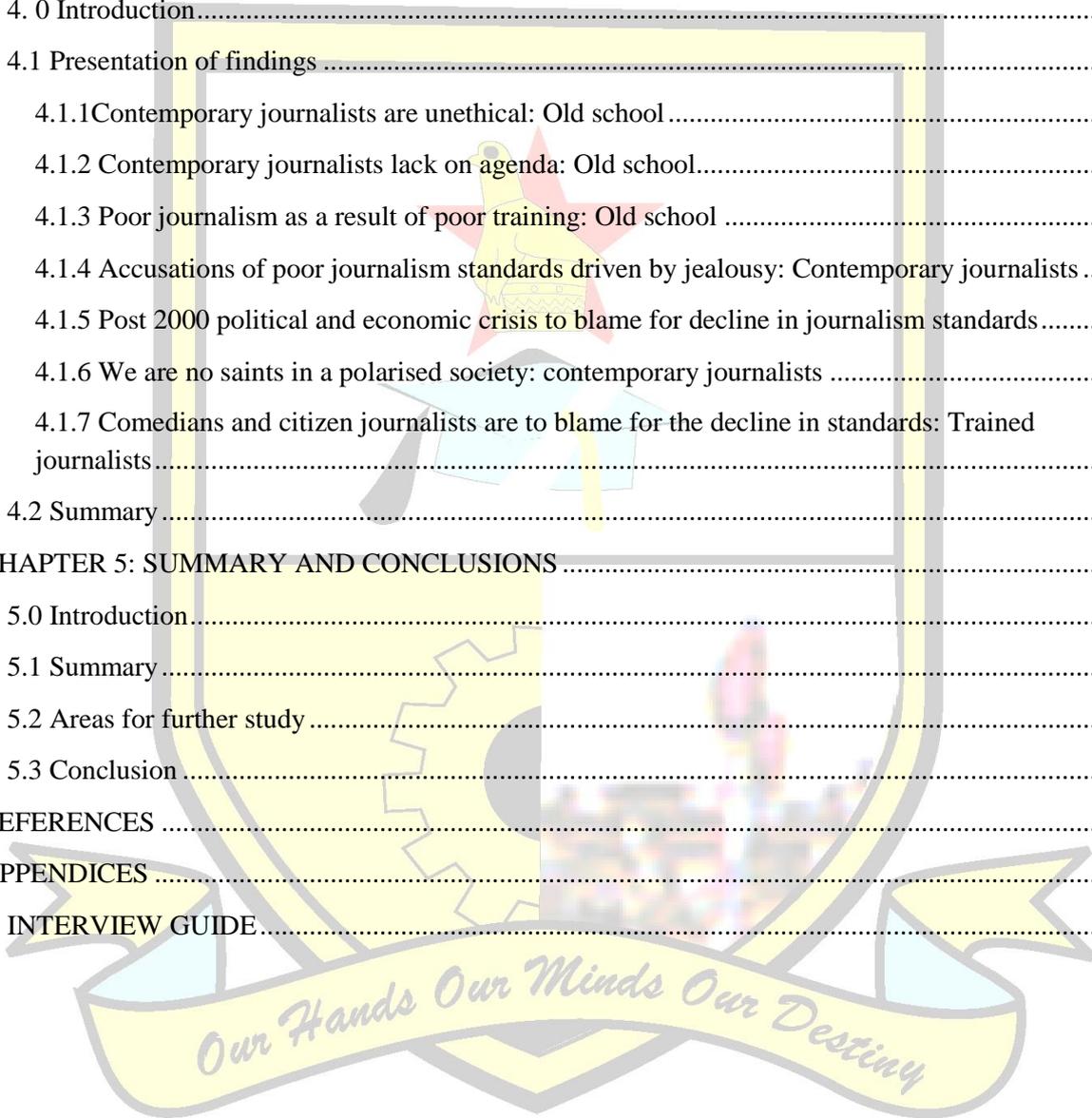


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CHAPTER 1: INTRODUCTION

1.1 Introduction

The study seeks to interrogate the contestations between “old” school and contemporary journalists on the state of journalism in Zimbabwe. The raging contestations have been centred on journalism training, ethical conduct by journalists, impact of new communication technologies on the profession as well as state media relations. The arguments have also touched on whether there is investigative journalism in Zimbabwe or not. On one hand, there is the old generation of journalists who trained during the colonial period and in the 1980s immediately after independence. This group of journalists believe that journalism flourished during their time of practise, what they have termed “the golden era of journalism in Zimbabwe” (Nyarota, 2006). They regard journalism practise in post 2000 as representing mediocrity and regard all journalistic practise during this period as the cause for the decline of journalism standards and a time when journalism began to lose credibility. On the other hand, there is a group of contemporary journalists which is a generation of journalists who began practising post 2000. This group of contemporary journalists seem to view things differently contrary to perceptions held by the “old” generation. The term ‘generation’ here is taken not in a narrow demographic sense limited to the dates of births of individuals, but in a broader sense attached to the period of their coming into the profession. While there have been many narratives on the state of the media in the country, the findings of the Information and Media Panel of Inquiry (IMPI) (2013) commissioned by the Government fuelled debates on the standards of journalism resulting in mudslinging and public outbursts by both practising and retired journalists. An adequate analysis of the raging contestations, require a fundamental understanding of the two eras in which the two groups of journalists, whose actions reflect a paradigm shift in the profession. Berkowitz (2011: 85) defines a journalistic paradigm as “a belief system framework that provides journalists with agreed on standards, values and practices for approaching and conducting their professional work based on the prevailing world view”. The day to day activities of both sets of journalists were (are) influenced by a myriad of factors which they have no control over. In light of the above, the study therefore seeks to make a critical analysis of the epistemic debates surrounding the emerging varying perceptions between “old” school journalists and contemporary journalists on the state of the journalism profession in Zimbabwe. Of interest as well is the

understanding of the ideological underpinnings surrounding the varying perceptions on the state of journalism in the country.

1.2 Background to the study

Journalism is defined as the profession of collecting, writing and publishing news through electronic and print media. It is a creative endeavour within an industry-like framework (Eiden, 2007). While the profession has blossomed in Europe, African scholars such as Kasoma (1996) have questioned the existence of African journalism. Scholars argue that journalism is largely a Western profession grounded in Western models and theories of education (Tshabangu, 2013). As a result, the biggest tragedy facing African journalism is that the journalists have closely imitated the professional norms of the West, which they see as the epitome of good journalism (Kasoma, 1996). This perception has also shaped the metaphysics of early post-independence journalists whose training was influenced by erstwhile colonial masters' ideology. Even up to today, journalism still relies on Western concepts as there is nothing that has been developed from an African perspective focusing on the profession (Kasoma, 1996).

In Zimbabwe, journalism dates back to the colonial period when the country was called Rhodesia and under the control of the British settlers led by Cecil John Rhodes. Since then, it has always been polarised (Rusike, 1990). As argued by (Singh: 2011) polarisation refers to a situation when journalists reports are identified with a particular political party or ideology. During this period, journalists sided with the colonial powers at the expense of the black populace. This also shaped the training of journalists during this period as the colonial education policies were race specific, with most of these policies serving the interests of the white dominated colonial –social economic system (Muchena, 2013). It is also of importance to highlight that most of the black journalist during this time like Bill Saidi received inhouse training from the white colonial editors. The role of journalists particularly those working for the state owned media such as the *Rhodesian Herald*, *Bulawayo Chronicle* and the *Rhodesia Broadcasting Corporation* was to promote the interests of the white community totally segregating the black majority (Mararike, 2006). After the attainment of independence in 1980, the Robert Mugabe-led government inherited a media system with trappings of the colonial masters just like the one in the colonial era with the only change coming in the form of the manpower in the newsroom which was now comprised of mostly black journalists (Saunders, 1999).

Fast forward to the year 2000, twenty years after independence, a new crop of journalists emerged at a time when Zimbabwe was experiencing capital flight due to friction with its erstwhile master over the controversial land reform programme (Bonarjee, 2013). At the same time, more and more institutions that train journalists began to emerge, private media grew and the media space expanded largely due the coming in of various communication technologies - a development that chipped the government's hegemonic influence. According to Moyo (2008) privatisation of the media helped to create interactivity from grass root level changing the media landscape in Zimbabwe including the profession of journalism as more journalists started practising.

As the field of communication is evolving, researchers have undertaken studies that analyses past practices and structures of journalism to understand contemporary journalism practice. Both internal and external forces have changed journalism practices making it difficult to talk of a homogenous profession. In Zimbabwe, there is a corpus of literature focusing on researches that ascertain how journalism practices such as the values, norms and identity amongst journalists developed in light of the evolution of the profession. Most of the researches have been concerned with institutions, policy issues as well as how the media has fared in its reporting on different aspects. For example, Tshabangu (2013) focused on media and development, Chiumbu (1992) on democracy, human rights and the media, Mukasa (2003) development of the media in Zimbabwe and Feltoe (2002) researched on media laws in Zimbabwe and how these have affected the quality of reporting and democracy in the country. Journalists have also provided personal experiences within the broader political and economic environments in which they operated through biographical and autobiographical works (Rusike, 1990; Nyarota, 2006). It is apparent that most scholars have conducted researches on media-related concepts and journalism as a profession in Zimbabwe, but there is lack of literature on the varying perceptions on journalistic work vis-à-vis the shifting paradigms between the "old generation" of journalists and the current crop.

The Government, through the Media Ethics Committee (2002) and the IMPI report (2013) has also made efforts to establish the state of the media as a way of finding solutions to alleged declining journalism standards and other challenges bedevilling the journalism profession. The Media Ethics Committee concluded that journalists were flouting ethical codes and there was need to ensure that the Government ensures compliance or penalties to punish journalists found on the wrong side. Findings of the IMPI committee led by one of the senior journalists in Zimbabwe Geoff Nyarota, who is also one of the post independence

editors popularly known for exposing the Willowgate scandal where he exposed a corruption scam involving many senior politicians in the 1980s and other senior personnel in the media fraternity appointed by the then Minister of Media and Broadcasting Professor Jonathan Moyo ignited debates on the state of the media fraternity in Zimbabwe (Mushakavanhu, 2015). The report condemned the state of journalism in Zimbabwe noting that the standards have gone down. IMPI (2013) does not only end there but also bemoans the quality of graduands from the different journalism and media studies training institutions in the country. The report echoed sentiments by scholars like Mare (2013) and Muchena (2010) who also made the same observations that the standards of journalism training in the country have tremendously gone down. They attributed the decline of standards to lack of depth of training and programme content as well as the departure of experienced personnel due to the economic meltdown in the country (Mare, 2013; Muchena, 2013). Chuma (2013) sums it up arguing that journalism in Zimbabwe is in intensive care unit due to the flouting of the ethical code of conduct requiring urgent attention. Such arguments by Chuma (2013), help in contextualising the contestations between “old” school journalists and contemporary journalists especially by providing empirical evidence on issues under contestation between the two generations.

Such conclusions were heavily criticised by both present practising journalists and media scholars who questioned the methodological approach as well as the findings of the earlier researches (Gadzikwa, 2016). As noted by Mushakavanhu (2015) the IMPI report missed a golden opportunity to unpack and examine the shifts in the media industry which range from revenue streams, technology, content, consumer behaviour while glorifying the heydays of journalism. It is in this context that the study thus aims to understand the varying perceptions and contestations between “old” generation journalists and those currently practising on the state of journalism in Zimbabwe. The study will also seek to establish the rationale behind the different perception between journalists from both the old generation and contemporary times pertaining to the standards.

1.3 Statement of the problem

Predominantly research on the media in Zimbabwe has largely focused on media content and media institutions both print and broadcast (Rusike, 1990; Mukasa, 2003; Chari, 2013; Mugari, 2015). Of late focus has shifted to social media platforms and how they have liberated communicative spaces in the country (Mabwezara, 2010). While the findings of the

studies have made immense contributions in spear heading the formulation of policies that speaks to a conducive operating environment for journalists, focus has mainly centred on the newsroom dynamics and factors influencing how journalists frame stories. In cases where the news gatherers are examined, little attention has been given to the contestations between the journalists themselves. No research has also focused on the bone of contention between early post-independence journalists and those who emerged post 2000 pertaining to standards of the profession. It is therefore necessary to empirically study and ascertain the varying or different perceptions between the “old” school and contemporary journalists on the state of journalism in the country based on the different durational discourses in the journalistic practise between the two generations.

1.4 Research Objectives

- To explore the contestations between the “old” school and contemporary journalists on the state of the profession in Zimbabwe.
- To identify how each group tries to legitimise itself at the expense of the other.
- To interrogate the discourses around the emotive issue with a view to tease out the biases and absences therein.

1.5 Research Questions

1. What are the different perceptions regarding the state of journalism in Zimbabwe?
2. What are the reasons behind the emergence of such discourses?

1.6 Significance/Justification of the study

For a long time, Zimbabwe has been obsessed with the quest to ascertain the genesis of the fall in quality journalism as alleged by a number of veteran journalists in the country (Zhangazha, 2015). Several studies have been undertaken to understand the problems bedevilling the journalism fraternity and possible solutions to improve the industry such as the study conducted by Chuma (2013) commissioned by the Voluntary Media Council of Zimbabwe. Most of these studies have been mainly undertaken from a perspective of how journalism in Zimbabwe is failed journalism vis a vis its expected role in society. The Zimbabwean government in search of ways of improving the fourth arm of the realm has also contributed in researching on the state of journalism (Zimbabwe Media Ethics Committee, 2002; IMPI, 2013). Of note is the observation that nothing specifically has been written on the varying perceptions between the “old” school and contemporary journalists on the state of affairs in the journalism fraternity in Zimbabwe. In light of this, the study attempts albeit in a

small way to contribute to the theoretical body of knowledge on the changing anatomy of the journalistic practice and contestations amongst journalism professionals in Zimbabwe on the strands of the profession in the country.

The study also seeks to empirically investigate the claims by the old school journalists who took it as a fact that they belong to the golden generation of journalism stand any ground. From the interviews which will be conducted, the study seeks to either validate or invalidate these claims or perceptions. It is also the aim of the study to contribute to the theoretical body of knowledge on the quality of journalism and the changing anatomy of news in Zimbabwe. This also relates to the impact of new communication technologies on traditional journalistic tenets and occupational professionalism in the country. Such an inquiry is significant defining whether or not Zimbabwe's journalistic standards have fallen or risen under the two phases under investigation. As such an investigation on the two variables under consideration will shed more light on the real problems confronting quality journalistic practice in Zimbabwe. The study goes beyond simple binary comparisons of good vs bad without giving practical incidences and solutions.

1.7 Limitations

Since the study is based on understanding perceptions between “old” school and contemporary journalists, their views might be biased towards the generation they are representing. This is in light of the fact that this is a highly emotive issue where parties might give false information to favour their side. It is also important to highlight that the researcher is a product of the contemporary journalism generation and also presently involved in the training of journalists. The researcher acknowledges the importance of being reflexive and recognises that the interpretation of data is a reflexive exercise through which meanings are made rather than found (Mauthner et al., 1998). The researcher's beliefs, background and feelings are therefore part of the process of knowledge construction in the quest to understand the change in durational discourses in the journalism fraternity if there are any.

1.8 Delimitations

The study shall only focus on the varying perceptions and contestations between “old” school and contemporary journalists in Zimbabwe in journalism practice between post independent Zimbabwe and post millennium journalists. Much emphasis will be given to people who were the pioneer black journalists who practised immediately after independence and those who trained after the year 2000. For the study journalists who practised from 1980 to around 1990

are regarded as the old generation while those who began practising after the 2000 up to present day constitute the contemporary generation of journalists. The study also assumes that there might be other journalists from the old generation still practising in contemporary times. These will be key in providing their views on both generations under study since they have actively interacted with journalists in the two periods.

1.9 Structure of the study

This thesis consists of five chapters and will follow the structure of an analytical study as shall be elaborated. Chapter one provides the background to both the study's context and the object of the study. The introductory chapter also discusses the statement of the problem which hinges on the need for an empirical study on the different views being held by "old" school and contemporary journalists and the underlying discourses behind such differences. Chapter two outlines the literature review and the theoretical framework informing the study. The chapter provides the political, economic, social and regulatory context for the period under study as context is of importance in such kind of studies. Literature on some of the contestations on the state of media is also reviewed. Lastly chapter two will also explain the concept of journalism as well Van Dijk's ideological square which hinges on strategies adopted by in group and out groups to legitimise and delegitimise each other as theories that inform the study.

Chapter three presents the methodology used to gather and analyse data for the study. The research is a qualitative study grounded in interpretivism. The chapter also discusses purposive sampling which is used to select participants for interviews. Critical discourse analysis is also discussed as a method for data analysis.

Chapter four presents the findings and analysis of the study. The findings are discussed in emerging themes from the data gathered through interviews. Verbatim findings are presented followed by discussions. Chapter five will summarise and conclude the study. The chapter will also recommend areas for further research.

1.10 Summary

The chapter offered an insight on the study that seeks to interrogate the contestations on the state of journalism in Zimbabwe between "old" school journalists and contemporary journalists. The introductory chapter highlighted on the background to the contestations which can be traced from findings of previous studies on the state of journalism in

Zimbabwe. Studies conducted by scholars such as Rusike, 1990; Saunders, 1991; Chuma, 2013; Mushakavanhu; 2015 provided a picture of the elements of journalism under contestation. This was further supported by government commissioned studies such as the Media ethics committee (2002) and the Impi (2013) report which highlighted on areas that needed attention in the fraternity such as the declining ethical conduct by journalists. This chapter also outlined the research questions as well as the justification for the study. The following chapter will review literature related to the study as well as outline the theoretical framework that informs it.



CHAPTER 2: LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Introduction

The chapter provides a review of the existing literature related to the study. Literature review is basically defined as that part of the research study that critically analyses part of published knowledge by summarising, classifying and comparing past research studies, literature reviews and theoretical studies (University of Wisconsin Writing Centre, 2017). In light of this definition, this study seeks to review literature on the profession of journalism and its evolution as well as literature on the contestations on the state of journalism in Zimbabwe. The chapter additionally gives an outline of the ideological square theory and journalism as a concept on which the study is premised.

2.1 Literature review

This section will review literature that contextualises the research. As argued by literature review keeps the study grounded in existing studies as well as guiding it along the best possible academic route. Of particular importance to the study is the social, political, economic and regulatory framework in which the both sets of journalists operated. The section will also look at the available literature on the debates amongst the debates since this has been going on for a long time. This enables the research to be situated in the proper historical context and associational perspectives.

2.1.1 Political, economic, social and regulatory environment

The context in which the two sets of journalists under study operated is of prior importance as it might have had a bearing on the performance of these journalists. As highlighted earlier, the “old” school journalists began practising immediately after independence although some of them were trained during the colonial era (Saunders, 1991). During the period especially the first decade of Zimbabwe’s transition from colonial rule to independence, the state was expected to confront the challenge of nation building, development, decolonisation and reconciliation (AFDB, n.d). As such during the period the government was preoccupied with reforming the inherited minority oriented social infrastructure to meet the demands of a new dispensation (Saunders, 1991; 1999; Mandaza, 1987). The reforms were also carried out in the media as the government sought to correct the imbalances within the formerly white owned media dominated by the Rhodesian Printing and Publishing Company while the broadcasting was under state control catering for the white minority populace (Rusike, 1990).

Again in the first decade, the relationship between the state and the press was conditioned by socio-political and economic developments during the period (Saunders, 1991). As part of the desire to redress the imbalances in the communication sector, the government bought off shares from the white owned Argus Company which led to the establishment of the Zimbabwe Mass Media Trust (ZMMT). The Zimbabwe Mass Media Trust was established with the aim of providing;

“a comprehensive articulation of media policy in the 1980’s.....the Trust was meant to produce a whole transition in the management, planning and operation of the public print media..... to become a mass oriented, nationally accessible and non-partisan in content”
(Saunders 1991:74)

The Trust was mandated to serve the welfare of all Zimbabweans by making sure that they received broadcast transmission, the publication and distribution of news, general information and comment in an accurate and bias free manner to Zimbabweans (Saunders 1991). The ZMMT had under its jurisdiction the *Zimbabwe Newspapers Group* (1980 Private Limited) or Zimpapers, Zimbabwe Inter Africa News Agency (Ziana) now New Ziana. It also had legal jurisdiction over the journalism training school, the Zimbabwe Institute of Mass Communication (ZIMCO) which was opened in April 1980 (Chiumbu: 1997). In other words ZMMT meant to be a buffer between the state and the public media as it managed newspaper publications under the Zimbabwe Newspapers Group (1980).

Due to the commitment by the government to ensure development in all sectors of the society, the confrontational relationship between the state and the private press was mitigated by the state’s desire to achieve “media freedom” on the backdrop of reconciliation efforts and the political economy of international donor funding (Saunders, 1991). This however was not the case for the public media. As a result of paternalism, the Trust failed to work as a buffer between the ruling party and public press due to its dependence on the state for financial planning and support (Rusike, 1990). Rusike (1990) further postulates that the government through the Minister of Information directly appointed the editors of the public media and could demote or fire those it deemed critical of the system. Just like the press in the colonial era, the state and the ruling party had successfully transformed the public media into an ideological state apparatus at the expense of public interest (Rusike, 1990). This undermined the watchdog role of the public media. The community newspapers which had been

established for the provinces also suffered due to financial constraints, heavy reliance on English language and lack of editorial autonomy (Chiumbu, 1997).

On the economic side, although Zimbabwe was coming from a protracted war with its former colonisers the British, the country's economic performance was commendable (AFDB, n.d). The economic performance of the country between 1980 and 1984 witnessed a massive upsurge due to a combination of factors that include the lifting of sanctions and exceptionally good rains among other factors (Kadhani, 1986). During this period the country recorded its strongest post independence growth up to the present day with gross domestic product (GDP) growing by an average of around 5.5 percent, higher than the average for Sub Saharan African countries (AFDB, n.d). Again during this period, the industrial sector continued to deliver employment as the economy experienced stable growth (Ake, 1992). Just like other employees, this meant that even journalists were well remunerated as the economy allowed for the payment of salaries that could sufficiently sustain them.

In the 1990s, droughts, poor policy environment, government controls brought about by policies adopted by the government such as the Economic Structural Adjustment Programme (ESAP) as a measure to reduce government expenditure, the economic decline began to show with the effects having a disastrous effects on the populace (Sachikonye, 2012). Although signs of economic distress began to show during that time, it was after 2000 that the country's Gross Domestic Product (GDP) declined drastically. This had a devastating effect on the welfare of the majority of the country's population as poverty levels increased. The government's land reform programme, imposition of sanctions by western powers and bad governance within the country's political leadership among other factors have been cited as the major contributing factors to the decline (Kanyenze, 2008). As argued by Munangagwa (2011) people's lives had been adversely affected not just by the sharply deteriorating economic conditions but also by the increasingly intolerant and repressive character of the state. This perhaps influenced the operating environment for journalists who trained and practised during this era when the economy was on the downward trend.

Scholars also raised concern on the militarisation of state institutions as another factor that contributed to a volatile environment in the country (Munangagwa, 2011). According to Munangagwa (2011) this led to the undermining of the parliament and judiciary as well as curtailing of freedom of expression and association with devastating effects on the privately owned press. Sachikonye (2012) also suggests that the international community also

contributed to the economic decline in Zimbabwe as they pressured the government to liberalise despite the adverse economic costs of these policies. The decline of agricultural production due to the land reform programme embarked by the ruling Zanu PF also negatively impacted on food security and the wider economy in general (Sachikonye, 2012). Other sectors of the society such as health and education were also affected as the government could not continue to financially support the sectors due to increasing wage bill and reduced sources of revenue (Sachikonye, 2012). Overallly the consequences of the economic decline was the deepening poverty on the populace as the gap of inequalities increased with journalists also included as part of the population.

Politically members of the emerging Movement for Democratic Change led by Morgan Tsvangirai were being persecuted forcing many supporters to flee neighbouring countries such as South Africa, Namibia and Botswana while others went to as far as the United Kingdom. The opposition party since its emergence had threatened Zanu PF's stay in power as it had won the support of the working class and the majority of people in urban areas. Due to its popularity, it succeeded in convincing the public to vote No against the proposed 2000 constitution in a referendum which shocked the ruling party (Makumbe, 2004). As alluded to by Moyse (2009) the results of the constitutional referendum both influenced and shaped the nature of the media in the country as the Government moved in to nip in the bud all forces supporting the Opposition with the private press being the major casualty. As a result the Zanu PF government further restricted the operations of the media through the promulgation of various laws such as the Broadcasting Services Act (2001), Access to Information and Protection of Privacy Act (2002), Criminal Law Codification and Reform Act and the Interceptions of Communication Act (2007) among many other laws.

During the period at least four publications were closed as journalists were also harassed, detained and killed in their line of duty. The ruling party continued to enjoy a defacto monopoly over the public broadcaster using state media to crush all dissenting views. As postulated by Moyse (2009) ZBC transformed itself into a private broadcaster for Zanu PF. Journalists in the process were used to misinform and confuse the public as it was intolerant with all opposing views (MMPZ, 2008). Furthermore journalists who were working for the private press which was critical of the government were accused of undermining the country's sovereignty (Moyse, 2009). The environment thus forced journalists to be partisan as one had to align himself or herself with either the ruling party or the opposition. As noted by Stone (2007) in spite of the convergence of views regarding the fact that the country is

facing a crisis, there is no agreement either on the causes or the genesis of the crisis. The problems in the country also resulted in the crisis of framing by the media.

2.1.2 Contestations on the state of journalism in Zimbabwe

The state of journalism in Zimbabwe has been heavily contested with various researchers contributing to the debates. The researches have focused on media polarisation, coverage of elections, coverage of national programmes such as the land reform programme, coverage of health issues and the impact of the legal and ethical framework that regulate the operations of the media in the country among other issues. The thrust of the researches have been on the underlying factors that influence the framing of those issues in the media. Although it is the journalists who have been at the centre of the coverage of issues researched, focus has largely been on content and how they frame their stories and not the journalists themselves.

Although the government has commissioned various researches in a bid to address challenges bedevilling the communication sector, the findings of the IMPI committee in 2013 fuelled debates on the state of journalism in the country. In its report, the committee concluded that the standards of journalism and other media practices in the country have plummeted to unprecedented levels (IMPI, 2013). According to the IMPI report (2013) years of adversarial and polarised relationships have lived a horrendous toll on professional and ethical standards in the journalism industry in Zimbabwe. Similarly the Voluntary Media Council of Zimbabwe (VMCZ) also concluded that journalism standards particularly the quality of news reporting in Zimbabwe has steadily declined since 2000 (VMCZ, 2013). Both reports noted that journalists stand accused of being instrumental in fuelling hate speech and politics of demonization (IMPI, 2013; VMCZ; 2013). According to VMCZ (2013) this can largely be attributed to restrictive regulatory framework, political interference, polarisation, corruption and other socio-political factors.

Studies have also shown that journalists have resorted to unorthodox means of gathering information due to the restrictive regulatory framework (Feltoe, 2002; MISA, 2010). From the colonial era up to the present day the media has witnessed varying levels of control by successive governments which has had a negative effect on the conduct of journalists (Moyo, Oluyinka and Chabwinja, 2014). While the 2013 constitution adopted by the government has been hailed for promoting freedom of the media and at the same time liberating the journalism profession, there is still a disconnect between the new constitution and the legal

instruments in place (Moyo et al, 2014). The various pieces of legislation such as the Access to Information and Protection of Privacy Act (2002), Broadcasting Services Act (2001) and the Interceptions of Communications Act (2007) have curtailed journalist's freedom of expression (MISA, 2010). To show the restrictiveness nature of some of these laws, some of the provisions that regulate the operations of journalists are found in security legislations such as the Defence Act and the Protected Places and Areas Act (Moyo et al, 2014). This has resulted in the harassment, intimidation and arrests of journalists who would have been caught in breach of the draconian regulatory framework (MISA, 2010). Laws such as the Official secrets Act Section 3 which was inherited from the colonial era has forced journalists to practise self censorship for fear of victimisation thereby inhibiting their potential (Feltoe, 2002). On the other hand the Access to Information and Protection of Privacy Act while it provides for access to information held by public bodies (Section 78), it also give the heads of these bodies to withhold the information in the "public interest" resulting in journalists breaching the ethical code through surreptitious means of gathering information (Feltoe, 2002).

As indicated above, due to restrictive regulatory environment and other external factors, the industry has been characterised by both ethical and professional challenges which are manifest in generational tensions between the more professionally conservative older journalists and younger reporters (Mabweazara, 2010). Scholars such as Mabweazara (2010) have looked at how technology has impacted on professional conduct of journalists in the country. As argued by Witschge and Nygren (2009) both social and technological changes bring forward new practices, priorities and values. The new values become an emergent ethic that questions existing values. Journalistic ethics today as an example of emergent ethics has become a zone of contestation between new and old values. Chuma (2013) argues that while numerous changes have taken place in the profession of journalism partly due to the internet and its related technologies, ethics are still integral when legitimatising the relationship between professional journalists and the society.

Various scholars assert that the modern media environment is the culmination of the progressive diversions from the traditional journalistic codes of the past century most notably that of objective investigation. From a study conducted by Chuma (2013) older journalists who practised in the early independence days of the 1980s through to the turbulent 90s and who have lived to see the crisis now paint a fairly nostalgic picture of the 1980s and early 1990s when the journalists still enjoyed significant agency against the constraining whims of

the principals whether political or corporate. Journalists then, they argue could carry out their duties relatively autonomously and with minimal interference from the centres of power and could if it became necessary successfully negotiate their way around constraining power (Chuma, 2013). The old guard claim contemporary journalists no longer care about ethical conduct tarnishing the image of the profession (VMCZ, 2016). However Rusike (1990) opines that this was not the case with public media particularly Zimpapers as the Government through the Ministry of Information dismissed editors such as Musarurwa and Muradzikwa for not pursuing the interests of the political leadership. Furthermore Bill Saidi, one of the most experienced journalists in the country was denied the opportunity to be the editor of the Sunday Mail as the Ministry of Information and the management at Zimpapers felt he was not politically acceptable (Rusike, 1990: 77).

The new crop of journalists has also been accused of practising brown envelope journalism thereby contributing to the decline of journalism standards. Chari (2013) bemoans rampant brown envelope among journalists in both private and public media as journalists receive bribes in exchange of positive coverage of certain people particularly politicians. Contemporary journalists have been accused of demanding payments for coverage of stories and in some cases outright bribery (VMCZ, 2013). As a result, their stories become compromised as there is no objectivity.

As highlighted earlier, media polarisation has been fingered as one of the key attributes reflecting the declining standards. Local journalists have been accused of binary media characterisation with the media in the country polarised into state controlled and private media (Moyo et al, 2014). The press in Zimbabwe has always been shaped by the shifting contestations within and between centres of power in the country (Moyo, 2005). This has negatively impacted on journalists as the government of the day through the Minister of Information and the Permanent Secretary interferes in the operations of state media. Government interference in state media assumed the form of sackings or demotions of editors perceived to be critical of government (Rusike, 1990). In so doing, the government and the ruling party transformed the public press into an ideological apparatus, creating journalists who were more of being lapdogs than watchdogs. On the other hand the private media has been accused of siding with the opposition political parties Gadzikwa (2016). Training institutions have neither been spared as there seem to be a cold war in the newsrooms over the quality of graduands between universities and polytechnics. The discourse of journalism training has been characterised by the conflict between teaching journalism skills and producing

critical, analytical graduates able to bring a reflexive element into the profession and industry (Berger, 2005). In Zimbabwe claims have been that polytechnics produce graduands with the skill of writing news stories but without depth while on the other hand university graduands are critical but cannot completely write news stories (Mare, 2013).

Contributing to the debate on the alleged declining standards, most editors attributed the challenges facing the profession to poor training. The editors blamed journalism training institutions for producing half baked journalists who could not operate in the newsroom without retraining by editors and senior reporters (Mare, 2013). IMPI (2013) summed it up saying in regard to skills and training or manpower development in other words, the situation on the ground is a sorry one. The report further notes that although journalism training institutions have increased, the product from these institutions has fallen far short even when benchmarked against pre ICT revolution media training (IMPI, 2013). Clearly from the foregoing arguments, the researchers largely drawn from the old generation see a skills crisis as a result of declining standards of journalism training being offered by the various training institutions in the country.

Journalism trainers on the other hand blame the decline in standards of the country's primary and secondary education particularly for the poor command of English and general knowledge among the students. The trainers also argued that newsrooms were responsible for undoing all the good training they would have given to trainee journalists (IMPI, 2013).

The excessive dependence on new technologies, especially by junior reporters has promoted a new "breed" of journalistic culture and work ethic that has magnified traditional ethical and professional challenges surrounding news production (Mabweazara, 2010). Whereas senior journalists see the excessive reliance on new technologies in a bad light, young journalists associate the use of new technologies with the notion of 'moving with the times' (Mabweazara, 2010). Contemporary journalists have also been accused of practising armchair journalism where journalists are increasingly spending more time in the newsrooms than in the field observing directly the events and processes on which they report (Mabweazara, 2010). Mabweazara (2010) further argues that senior reporters particularly from the 'old generation' see the adaptation of ICT based journalism as the cause of the dearth of journalistic creativity and the so called traditional 'shoe leather' reporting. The claim from old generation of journalists is that there is no longer investigative journalism and the profession has gone to the dogs (Nyarota, 2015). Chuma (2013) in a study commissioned by MISA thus

made a conclusion that journalism in Zimbabwe is in intensive care unit with such findings tallying with the Government funded IMPI report.

On the other hand contemporary journalists see the battle between themselves and old journalists as one between the past and the future. They decry the 'golden era' as outdated, relics of the past (Thomas, 2013). In one of the responses, contemporary journalists argue that, those who led the IMPI research which condemned the quality of journalism being practiced are coming from an old journalism background as such their conclusions could be influenced by obsession with the old way of journalism. Contemporary journalists have also dismissed the IMPI report arguing that characters such as Geoff Nyarota are past their prime in journalism as such their findings might be influenced by their attempt to seek relevance (Rusero, 2015).

Contemporary journalists in attempt to justify the standards of the current practice trace the decline to the perceived 'golden era' superintended by veteran journalists such as Geoff Nyarota. Rusero (2015) argues that a meaningful and informative narrative on bad journalism in the country should first make reference to the Magunje false story published by Nyarota in the Daily News in 2002. Nyarota as the editor of one of the widely read privately owned newspaper published a fictitious story alleging that a woman was brutally murdered and beheaded by suspected Zanu PF supporters in Magunje with her two daughters aged 10 and 17 watching in horror. To acknowledge the error, Nyarota published a retraction apologising to the Zanu PF party whose image was tarnished by the false report. According to Rusero (2015) it is this dark episode of Zimbabwe's media history that should be the nadir of bad journalism precedence which has taken centre stage of the current public discourse on the declining standards of journalism.

According to Mushakavanhu (2015) Impi report is sentimental of the good old days of media in Zimbabwe and fails to answer fundamental questions such as how Zimbabwean journalism is performing in regard to making the transition or failing to in the digital age. The report also fails short on examining the shifts in the media industry particularly in technology, revenue streams, consumer behaviour, and content among other things while crying out loud for the glory days (Zhangazha, 2015). As alluded to by Mushakavanhu (2015) the IMPI report belongs in the memoirs or biographies and very unhelpful. Such debates are critical in informing the study on the key differences that seem to suggest shifting journalistic paradigms and varying perceptions on the state of journalism in Zimbabwe. The following

section presents the theoretical framework of the study which is informed by Van Dijk's ideological square and journalism as a concept.

2.2 Theoretical Framework

Empirical analysis cannot stand on its own without underlying theoretical questions (the why) that guide the research (Boundless, 2010). All social research, communication research included begin from theory or set of assumptions that researchers use about the world in which they live and the nature of the work that they do (Ruddock, 2001). The work of numerous scholars over the years on various aspects of the media and the journalism profession has resulted in the development of many theories that have been very instrumental in understanding the operations of journalists. Thus the study falling under the qualitative research paradigm will employ an eclectic approach combining Journalism as a concept and Van Dijk's concept of ideological square as the theoretical framework for the study. The two concepts will provide an empirical approach to help understand the varying journalistic perceptions on the journalism landscape in Zimbabwe.

2.2.1 Journalism as a concept

Journalism is a long-established profession whose impact on societies is tremendous in the vast majority of the world. Because of the nature of the audience who the information is meant for, it has become important that a professional should be there to put the piece of information together for public consumption, bearing in mind their diversities (Ibbi, 2016). Without the professional touch, the art of gathering and dissemination of news can be done by anybody. Hence traditionally, journalism has been regarded as a set of practices or a noble profession reserved for a few professional men and women (Zelizer, 2003).

In its simplest form journalistic work is characterised by routine enactments such as selection, production and dissemination of information to an un differentiated audience largely for the purposes of informing, educating and entertaining (Ahva, 2016). Journalism derives a great deal of its legitimacy from the postulate that it is able to present true pictures of reality (Wien, 2017). Mainstream journalism is represented by professional norms and uses certain techniques of news-gathering and construction. A mainstream journalist tries to be objective,

remains distant from her or his subject, finds information in official places, and presents that information in particular ways (Hindman, 1998).

The sociology of news production was developed in the USA in the 1970s (Gans, 1979; Tuchman, 1983), and since then much has happened calling for an in-depth analysis of how practices of news production are changing. Research in communication has shown that journalistic values pertaining to the role of journalists, ethical standards and what is important in the profession are very much the same world over although the interpretation of these values may differ (Witschge and Nygren, 2009). The differences are considered to be a result of the cultural background and history more than a difference between media systems (Weaver, 2005).

As such working journalists share a common “occupational ideology” whose essential elements, “a collection of values, strategies and formal codes characterizing professional journalism and shared most widely by its members” can be recognized worldwide (Deuze, 2005:113). The ideology that journalists share asserts greater commitment to doing good work than to economic gain and to quality rather than economic efficiency of work (Freidson, 2001). This ideology can be described in five ideal or typical traits namely public service, autonomy, objectivity, ethics and immediacy (Deuze, 2005). It is these values that are at the centre of debates between the old generation and the new crop of journalists as they contest on the state of journalism in Zimbabwe.

The above mentioned journalistic values namely public service, autonomy, immediacy, autonomy, objectivity and ethics (Deuze, 2005) have however been steadily transformed since the first press and these are the ideas that constitute a kind of ideological basis for the profession (Witschge and Nygren, 2009). The pressures of communication revolution and the information revolution in the mid nineties have resulted in a paradigm shift in the journalism profession. Much of the changes have been attributed to the adoption of technology. From Gutenberg’s printing press to the internet, the media realm has undergone drastic transformations with each new medium, bringing methodologies and techniques that have defined and shaped journalism. As the field of communication is evolving, researchers have undertaken studies that analyses past practices and structures of journalism, often to understand contemporary journalism. Both internal and external forces have changed practices making it difficult to talk of a homogenous profession. In Europe studies have been

conducted to ascertain how have journalism practices such as the values, norms and identity amongst journalists developed in light of the developments.

Journalism has also responded to and adapted to changes in society. As a result, the development of journalism has been an evolutionary process shaped by changes in technology and the socio-cultural situation. The coming in of technology has resulted in the changing of definition of who is a journalist and who is not. Of late scholars have provided an array of different inclusive conceptualisations of journalism that offer a better understanding of how it works in the current social and cultural context.

While the coming of technology in media operations has altered in a positive way, the ecology of mass communication across the world, the impact has not been wholesomely accepted (Okoroafor, 2016). Many innovations have been tried and tested causing shifts in the profession. As argued by Deuze (2008) journalism has become liquid as it cannot stay in shape or in course for long. As a result of the liquidity “there is now a mixture of top down, hierarchical and extremely closed off types of corporate media existing next to peer driven forms of collaborative ownership” regarding the manufacture of news (Deuze, 2006:860). Furthermore in the process journalism has also become increasingly participatory (Singer et al 2011) through new forms of journalism such as Citizen Journalism bringing new practices to the profession.

Since the emergence of the internet, social media arose to challenge the monopoly of traditional media in being the only disseminator of news (Mortland, 2012). Studies conducted have shown that social media platforms such as Facebook, Twitter, YouTube and MySpace have forced professional journalists to let go much of the control on communication they have enjoyed for so long neutralising their power on audiences who are now also producers of news shifting the balance of power. As noted by McLuhan particular technical developments such as the coming in of social media as the sole or prime cause of change in society. Although little attention has been paid to new technologies as tools for news production in the mainstream journalism practice, journalists are increasingly using and being influenced by social media (Mabweazara, 2010). As alluded to by Kuhn (2010), the integration of the internet in the journalism profession presents an anomaly to the norm of traditional media particularly the print media which can also be considered as one of the paradigmatic change in the journalistic profession. Its emergence in the mainstream media

has however presented a myriad of challenges that previously were not found in traditional media such as fake news.

Proclaimed communication scholars in the Western world claim that in the present day we now live in a post journalistic age (Snow and Altheide, 1991). The scholars argue that journalism is dead and it is no longer among us. Furthermore they argue that what is celebrated is not journalism but media mechanics (Eide, 2007). As noted by (Eide, 2007:2) “the journalist has become a media mechanic – a superficial master of prevailing media stereotypes and conventions (Eide, 2007). The view is supported by Zelizer (2004:23) who argues that the notion of evolving consensus over the qualities and skills belonging to the world of journalism would change as “technologies of news relay broaden the field of who might be considered a journalist and what might be considered journalism”. It is therefore clear from the foregoing claims that journalism wars which gathered within the Western media are far from over even in distant locations such as Zimbabwe.

2.2.2 Van Dijk ideological square

Since the study is interested in the power dynamics over journalism practise between veteran journalists and the current crop of journalists in Zimbabwe, the study will employ Van Dijk’s ideological square (1993, 1995, 1998 and 2008). The theory provides the lenses in understanding the various legitimation and delegitimation strategies used by the two generations in their contestations. It gives invaluable insights on in-group and out group polarisation in social practices, discourse and thought (Mazid, 2012).

Van Dijk (1995) argues that ideologies are often articulated and based on the ideological square. One of the key functions of ideologies is to promote and coordinate the interests of a group and comments that dominated groups also need ideologies as a basis for resistance (Van Dijk, 1995). As argued by Allan and Burridge, 2006) the ideological square parallels the shield and weapon uses of language especially through euphemism and dysphemism and best suits when analysing ideology in discourse. The theory can be presented as follows;

- i. Emphasizes positive things about us;
- ii. Emphasizes negative things about them;
- iii. De-emphasizes negative things about us;
- iv. De-emphasizes positive things about them.

The concept of ideological square helps to explain semantic macro strategies used by in-groups and out-groups descriptions when analysing polarisation between “us” and “them”. It

provides features for both positive self presentations as well as negative other presentation (Van Dijk, 1998). The ideological square intuitively appears to be a necessary bridge to legitimation and delegitimation (Mazid, 2012). As Chilton (2004:47) notes, delegitimation includes “acts of blaming, scape-goating, marginalizing, excluding, attacking the moral character of the individual or group, attacking the communicative cooperation of the other, attacking the rationality and sanity of the other”. In this case the theory provides a foundation to analyse the prevailing debates between the “old” school and contemporary journalists as they trade accusations to each other for causing the decline of journalism standards.

The study explores how the old generation of journalists used differentiation to contrast themselves with the younger generation. Similarly the study also teases out how contemporary journalists do the same as a way of claiming legitimacy and delegitimising the “old” school journalists. According to Van Dijk’s concept of ideology, legitimation is concerned with the speaker’s authority, rationality and rightness, boasting about one’s performance and indisputable ideological principles (Cap, 2008). On the other hand the adversary or the other group is typically subject to delegitimation directly or indirectly through negative other presentation justifying why the other group or individuals should be demeaned.

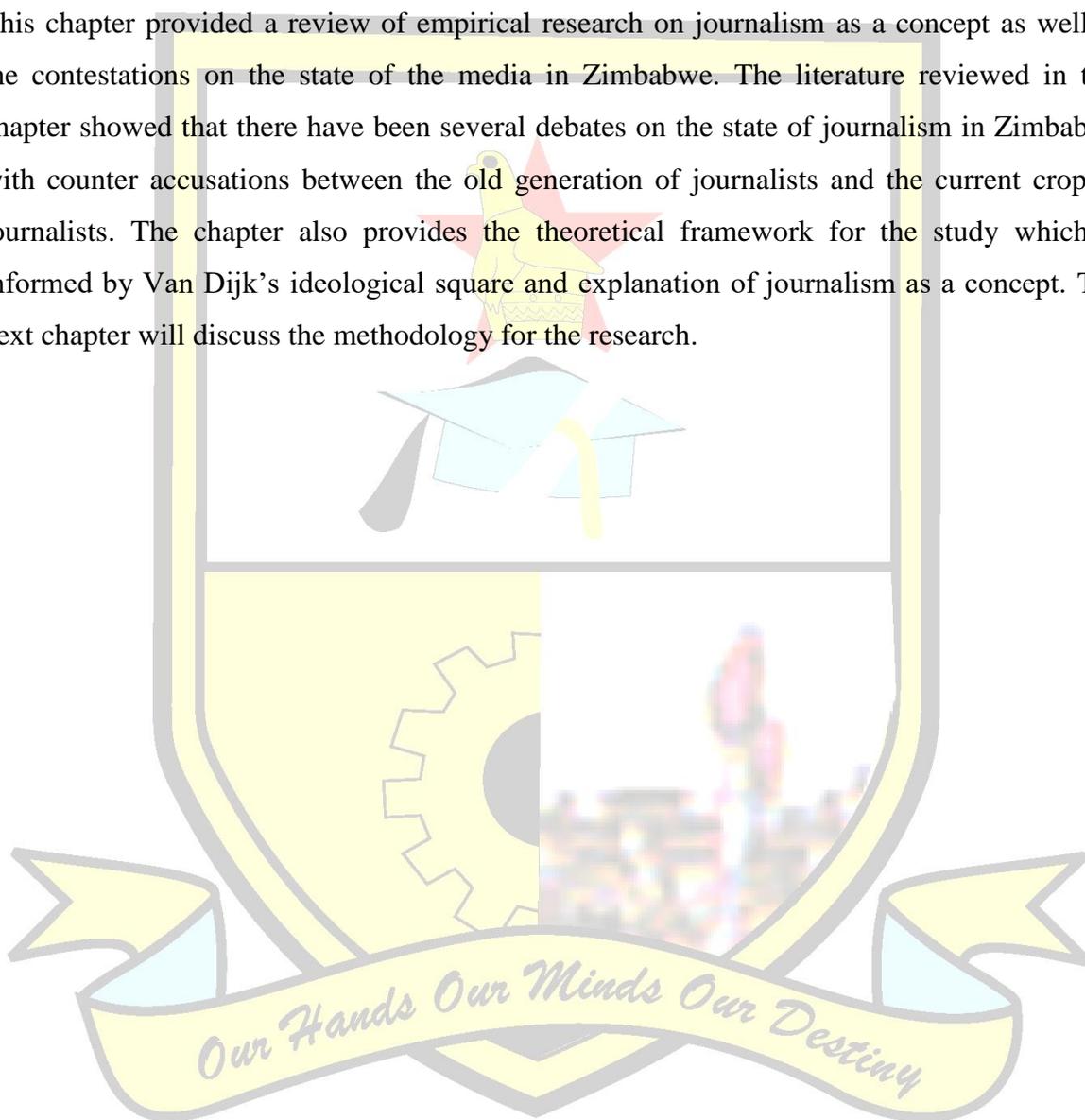
The study analyses how ethical conduct, journalism training and accusations of jealousy among other elements are used by each individual group to seek legitimacy or delegitimize the other group. From the concept, emphasis is on the positive ‘Us’ de emphasising the positive ‘Them’ and similarly it emphasises the negative ‘Them’ and de emphasising the negative ‘Us’ (Van Dijk, 1998). In this instance the study will look at the old generation of journalists positively represent themselves and at the same time criticize the young generation for contributing to the decline of journalism standards in the country. Similarly the study is interested in understanding how the contemporary journalists positively represent themselves while discrediting the old generation of journalist for the decline in journalism standards.

In other words this strategy of polarization consists of "emphasizing our good properties or actions; emphasizing their bad properties or actions, mitigating our bad properties or actions; and mitigating their good properties or actions" (Kuo and Nakamura, 2005: 410). It is actually this ideological square that forms the departure point of the present dissertation; how far this square applies to the contestations between old tradition journalists and contemporary journalists particularly when comparing the standards of the profession between the two eras

under study. The theory perfectly provides theoretical lenses to understanding the contestations on the alleged bad state of journalism in Zimbabwe between old generation of journalists such as Geoff Nyarota and the current crop of journalists.

2.3 Summary

This chapter provided a review of empirical research on journalism as a concept as well as the contestations on the state of the media in Zimbabwe. The literature reviewed in this chapter showed that there have been several debates on the state of journalism in Zimbabwe with counter accusations between the old generation of journalists and the current crop of journalists. The chapter also provides the theoretical framework for the study which is informed by Van Dijk's ideological square and explanation of journalism as a concept. The next chapter will discuss the methodology for the research.



CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

The study analyses the shifting perceptions between “old” and contemporary journalists on the state of journalism in Zimbabwe. It investigates the varying perceptions between the two generations on the state of the profession and the ideological underpinnings surrounding the variation. The study is located within the qualitative epistemic understanding of research because of its interpretive or constructionist positioning. Building on the reviewed literature and theoretical framework discussed in chapter two, this chapter will outline the study’s research methodology. Informed by Van Dijk’s ideological concept, the chapter will begin by discussing the philosophical assumptions of the study which determine the research tradition, choice of methods for data collection and data analysis used. In order to achieve the desired objectives and at the same time answering the research questions premised on understanding the varying journalists perceptions on the profession and the reasons behind such thinking, the study population was purposively sampled with in depth interviews and critical discourse analysis used for data collection and analysis respectively. It concludes with a discussion of the research ethics observed and an outline of how the data will be presented. The following section will start with a brief discussion of the two main methodological positions in research before narrowing down to qualitative research where the interpretive tradition is grounded in.

3.1 Research Paradigm

While the study is located within the qualitative paradigm or qualitative epistemic understanding of research, it is important to begin by discussing the two main methodological positions in research. A research paradigm can be defined as an encompassing system of interrelated practice and thinking that define the nature of enquiry along the lines of the major dimensions of the research process (TerreBlanche and Durrheim, 1999). It is a conceptual framework shared by researchers or investigators providing them with a suitable model for examining problems at hand and finding solutions (Kuhn, 1962). In other words it is a research culture or pattern with a set of beliefs, values and assumptions that a community of researchers has in common regarding the nature and conduct of research (Kuhn, 1977). In essence it includes theoretical ideas and concerns that inform the use of different methods such as methods of data gathering, analysis and presentation (Schneider, 2014).

Research operates within and between two epistemological positions namely positivist and interpretive and traditions (Santos, 2011). With positivists expression is done through

quantitative research methodology (Holloway and Wheeler, 2002). Quantitative research is generally understood as the traditional, hypothetical deductive paradigm (Creswell, 1994). It is an approach that emphasises the measurement of causal relationships between variables (Denzin and Lincoln, 1994). This is largely because the positivist approach is premised on the belief that the primary source of knowledge is in experience and observation. Therefore its focus is on similarities between the object of the natural and social sciences with conclusions being made through looking at repeated co-occurrence between observable variables (Babbie and Mouton, 2001). It thus becomes largely statistical in nature and more interested in questions of how and not why (Wimmer and Dominick, 1997). The study being undertaken is not interested in looking at repeated co-occurrence or establishing how the views differ therefore disqualifying quantitative methods usage for the study.

By contrast to the above, interpretivists express themselves through qualitative research approach (Holloway and Wheeler, 2002). Interpretivists are often described as naturalists or contextualists because of their emphasis on the socially structured nature of reality (Babbie and Mouton, 2001). Qualitative research seeks to understand a given research problem from the perspectives of the local population it involves and aims at generating new theories and insights (Cresswell, 2008). The choice of approach to be used depends on the type of research to be undertaken. Given the preceding understanding of the two traditions of research, this which falls under social studies and aimed at understanding perspectives, feelings and experiences of journalists in Zimbabwe, is grounded in the interpretive paradigm or qualitative methodology. As argued by Holloway and Wheeler (2002), the interpretive approach is the most suitable one as its emphasis is on emphatic understanding and describing a particular phenomenon or explaining the details of a situation.

Qualitative methodology is an extensive approach in the study of social phenomena. The approach is important in producing social explanations and addressing intellectual puzzles. It involves any kind of research that produces findings not arrived at by means of statistical procedures or other means of qualification (Strauss and Corbin, 1990). As Hoepfli (1997) puts it, qualitative research is especially effective in obtaining culturally specific information about values, opinions, behaviours and social contexts of particular populations. Berg (2007: 3) notes that qualitative research refers to “the meanings, concepts, definitions, characteristics, metaphors, symbols and descriptions of things.” Thus it involves a process of building a complex and holistic picture of a phenomenon of interest (Bryman, 1984).

The decision to adopt a qualitative research approach for the study is based on its concern with developing explanations of a specific phenomenon (Merriam, 2009). Qualitative research enables an evaluation of a concept or phenomena through the political, socio-economic, and cultural structures (Chitando, 2011). Strauss and Corbin (1998) further argue that this method provides a platform for exploring phenomena such as feelings or thought processes that are hard to get or understand through conventional methods. It recognises the importance of the researcher's perspective and the interpretive nature of social reality. Interpretivists seek subjective views of individuals (Cantrell, 1993). For this research, in depth information can only be extracted through interacting with both "old" school and the current crop of journalists to ascertain their views on the state of journalism which has resulted in contestations between the two generations. As such qualitative methods of data collection and analysis will thus provide richer knowledge and offer enhanced underlying discourses on the varying perceptions on the state of journalism between "old" generation journalists and the new crop of journalists (Tewskbury, 2009).

For the research just like in any other qualitative research, context is of significance. Interpretivists stress the need to put analysis in context. The assumption is that data does not come "out of ether" but it is produced within a defined population and setting. According to Baker (1999) phenomenological research aims at describing the commonsensical social world of everyday experience as it is associated with forms of research methods which seek to establish meaning or understanding from the point of view of the participants in a social environment. Context includes the environment and conditions in which the study takes place as well as the culture of the participants (Holloway and Wheeler, 2002). As indicated in the literature review, it is important to understand how the economic, political, social, cultural and environmental factors influence how journalists operate and their perceptions towards the profession. It is thus of interest to this study to ascertain how the environment has influenced the thinking and behaviour of journalists under study. Hence the study is also concerned with understanding the world as it is from the subjective experiences of individual journalists in their contexts.

In qualitative research it is also important to recognise the subjectivity of data to be analysed and incorporate it in the analysis. As noted by Young and Hren (2017) researchers and participants bring their own histories, assumptions, perspectives and values into the research which will also reflect in the knowledge produced. From an Interpretivists perspective, facts

are based on perception rather than objective truth. Conclusions are drawn from the interpretations of the participants rather than the abstract theories of the researcher. Thus the goals of this research are not to generalise the main findings to the whole profession of journalism but to highlight and identify a variety of characteristics and attributes that could apply to the some of the professional group.

Qualitative research calls for reflexivity on the part of the researcher. Palaganas, Sanchez, Molintas and Caracativo (2017:427) define reflexivity as “a continuous process of reflection by researchers on their values and of recognising, examining and understanding how their involvement affects their research practice”. As argued by Lambert, Jomeen and McSherry (2010) reflexivity entails self awareness. This includes introspection of one’s “social background, location and assumptions” Hesse- Biber (2007:17). The fact that qualitative research is subjective, it is important for the researcher to critically reflect on the produced knowledge and the researcher’s role in the production of the knowledge. This is important since the approach is fundamentally an interpretive activity requiring all work wholly to be driven by an interpreter who is the researcher and key instrument. Attention should be given to the manner in which the chosen research tools may influence the research. As is the case in this study where the researcher was key in the gathering and analysis of data, the researcher ensured that the relationship between the participants and the researcher was explicit. The next section will outline the research design for the study.

3.2 Research Design

The study falling under the qualitative research paradigm used a descriptive research design. Research design is the procedure for collecting, analysing, interpreting and reporting data in research studies (Tewskbury, 2009). There are several research design variants which include exploratory, descriptive and explanatory research designs (Yin, 1993). The researcher’s decision to use a particular strategy is dependent on “the type of research questions, the control an investigator has over actual behaviour events and the focus on contemporary as opposed to historical phenomena” (Yin, 1984:5).

Exploratory research design usually sets out to explore phenomena in the data which serves as a point of interest to the researcher (Yin, 1994). They open doors for the further examination of the phenomenon observed and are often used to define the framework for a future study. On the other hand an explanatory study examines data closely both at the surface and deep level in order to explain a phenomenon in the data (Zainal, 2007). Their

main purpose is to suggest clues to possible cause and effect relationships in the data (Yin, 2003). Lastly descriptive research designs aims at describing natural phenomenon which occur within the data in question. The primary goal of descriptive and the results may be found in the narrative form. This will be elaborated further as it is the adopted research design for the study.

A descriptive research design also sometimes referred to as a naturalistic design is an empirical inquiry that investigates a contemporary phenomenon within its real life context especially when the boundaries between phenomenon and context are not clearly evident (Yin, 2003). The study adopted this type of research design as it focused on descriptions or exposure of salient aspects of the contestations between “old” school and contemporary journalists on their perceptions on the prevailing state of journalism in Zimbabwe. Such kind of a design will also help to tease out the underlying reasons behind the varying perceptions if any with a focus on patterns that will emerge.

Unlike other types of research designs, a descriptive study aims at describing natural phenomena which occur within the data in question. The primary goal is descriptive and the results may be found in narrative form (Yin, 2003). Thus the study will be conducted within a real life setting using multiple sources of information comprising of journalists from the “old” and contemporary generations, journalism trainers and media analysts. The intention of the study is to provide a thick description which interprets the experiences of the journalists involved from their own perspective. Most importantly such a research design gives participants the room to explain issues from their point of view as it values perspectives of the concerned.

3.3 Research Universe

This section will discuss the research universe for the study. Research universe or population refers to a collective or totality of all the members, objects and subjects that conform to a set of specifications (Polit and Hungler, 1999). As Kazerooni (2001) observes, the study population is the total members of a defined class of people, objects, places or events selected because they are relevant to the research question. For this study, the population comprises of journalists who practiced immediately after independence in 1980 up to the period before 2000. These journalists constituted late old generation. Journalists who were churned out of the country’s journalism training institutions after the turn of the millennium and began practicing thereafter constitute the new generation or contemporary journalists.

The demarcation was made on the basis of the change of the operating environment as the year 2000 did not only mark the beginning of a new millennium but a series of other developments that impacted on the profession of journalism in the country. This includes the emergence of a vibrant political party to challenge the Robert Mugabe led Zanu PF, the increase in political intolerance, economic meltdown, the promulgation of restrictive laws that hindered the operations of the media among many other factors. The study recognised the presence of cross generation as there are still journalists from the old generation still practising even up to the present day. Thus the research population came from a variety of different journalistic backgrounds and is of varying ages, gender among other attributes.

3.4 Unit(s) of Analysis

As selected units of analysis, the study used selected veteran journalists in the country, contemporary journalists in the media, journalism trainers as well as media analysts. These selected members have been embroiled in the raging debates on the alleged decline of journalism standards in the country. Editors from the mainstream media as the torch bearers of journalism standards and their involvement in the IMPI committee which sought to investigate the state of journalism in the country where key respondents for the research. Since the study was on varying perceptions between two different generations of journalists, those who began practising after the year 2000 were identified as part of the contemporary generation. The researcher took advantage of his role in the industry to identify such individuals from both the private and public media. Journalism trainers from NUST, University of Zimbabwe, Christian College of Southern Africa (CCOSA) and Harare Polytechnic were also identified to provide their views on the subject. The next section will outline the sampling methods and procedures used to select the participants for the interviews identified in the research population as representative of the entire journalism profession since it is impossible to include every person or unit.

3.5 Sampling Procedures

The research which is qualitative in nature used purposive sampling which falls under non probability sampling methods. Generally there are basically two approaches to sampling namely probability and non probability sampling techniques. Probability sampling techniques are largely used in quantitative research as they largely rely on the use of bigger samples thereby reducing potential bias (Wimmer and Dominick, 1997). While probability sampling requires larger samples as alluded to, non probability sampling requires smaller samples as in most cases its methods are necessitated by the objectives of the research. Since the study

sought to seek individual opinions, non probability sampling methods were chosen as they do not intend to constitute statistically representative samples (Du Ploy, 2009). Thus respondents for interviews will be selected through purposive sampling.

Wilson et al (2008) argues that purposive sampling entails that the researcher chooses a sample based on what he or she considers being typical cases or representative of a particular group or phenomena which is capable of providing required data. This is based on the characteristics of the population as the basis for the sample (Ritchie, 2003). The primary strength of the purposive sample lies in its ability to select participants who meet the criteria being examined in the study. It is used to gather information from people who are demographically, educationally or professionally similar (Patton, 1990). The sample was therefore selected to include people of interest and exclude those who do not suit the purpose. This has been necessitated by the fact that in order to understand the underlying factors on the varying perceptions on the state of journalism in the country, the researcher cannot just speak to anyone.

Purposive sample sizes are often determined on the basis of theoretical saturation whereby new data no longer bring additional insights to the research questions. However, since this is a non-probability sampling, the results from in-depth interviews are difficult to generalise to the population beyond this sample.

3.6 Method of Data Gathering

The research employed in-depth interviews as a method of systematically gathering data for the research. In depth interviews are a form of primary data gathering technique which can provide validity of opinions (Du Plooy, 2009). The data collection technique involve not only asking questions but also systematically recording and documenting responses, coupled with intense probing for deeper meaning and understanding of responses (Wimmer and Dominick, 1997). As argued by Berger (2000) in-depth interviews are an open ended discovery oriented research instrument best suited for describing a phenomenon from the perspective of someone who presumably has information of interest on the subject. This is the best way to ask people what they think (Jensen, 1982). Since the research questions posed in this study are designed to facilitate a detailed enquiry into journalists varying perceptions and opinions on the journalism practise in the country, interviews were the ideal method to use. Hence in depth interviews were chosen as the ideal method for understanding the individual journalists own outlooks on the subject matter (Lindlof, 1995).

For the study, in-depth interviews were conducted with journalists from both eras establishing their views on the state of journalism in the country. Such in depth interviews were meant to enable the researcher to have an insight on the various factors that influence the varying perceptions. The researcher had to rely as much as possible on the participants' views on the subject matter as in depth interviews were the only data gathering tools adopted for the study. As Wimmer and Domminick (1997) notes the purpose of in-depth interviews is to collect elaborate data concerning respondent's opinions, values, motivations, recollections, experiences and feelings which is the major goal of qualitative research. They are particularly appropriate when there is a need for knowledgeable respondents as is the case with this study (Debus, 1986). As alluded to by Strauss (1987) qualitative researchers use smaller samples to allow delicate probing necessary. A researcher can be able to move to complex reality that underlies a participant's initial responses.

Face-to-face interviews with both sets of journalists as the in-person interaction allowed for a naturalistic setting while investigating a social phenomenon (Heppner, Kivlighan, & Wampold, 1999). Such information is critical in enabling the research to interrogate various ideological opinions held by the different journalists and how these shape their different perceptions on the state of journalism in Zimbabwe. Since in depth interviews can be customized to individual respondents the researcher did not use the same schedule of questions for all the respondents interviewed. This also justifies the use of in depth interviews as the other data collection methods such as questionnaires, focus groups and observation among other methods lack the necessary detail and clarification on the respondent's views which are being sought by the study.

Participants were asked to comment on experiences rather than generalising events and situations. Access to participants was enhanced by the fact that the researcher is involved in journalism training hence connected with the industry where most of the informants came from. During the research process, notes and recordings were used to capture the views of the participants ensuring that nothing was missed.

However in-depth interviews have their own shortcomings. They are prone to researcher bias (Wimmer and Dommick, 1997). The scholars further argue that questions may be asked in a manner that betrays the researcher's attitudes or non verbal cues may be given to the same effect. Interpretation of data from the interviews is another problematic issue as the same data can be interpreted differently by another researcher (Wimmer and Dominick, 1997).

Therefore data from in-depth interviews conducted is open to subjective interpretation (DuPlooy, 2009). The next section will present the methods of data analysis and presentation.

3.7. Methods of Data Presentation and Analysis

A critical analysis of the presented data will be done and this will be linked to the theories and literature review. The data analysis will be made with reference to the purpose of the study and the research problem (Ghosh 2003).

3.7.1 Methods of Data Analysis

Since the study was informed by Van Dijk's concept of Ideological square, Critical Discourse analysis became the preferred method of data analysis. As argued by Van Dijk (1995) critical discourse analysis is best suited in the study of text and talk especially when power relations are involved. The main purpose of carrying out the critical discourse analysis is to analyse the contestations on the different perceptions that journalists have on the state of journalism in Zimbabwe and the factors influencing the varied views. As a research method, CDA was used to understand the power relations that exist between the two generations through the narratives they provide.

Discourse as a system of texts that brings objects into being (Hardy, 2001). The concrete representation of discourses is a text, or discursive 'unit' (Bondarouk and Ruel, 2004). Where analysis seeks to understand how discourse is implicated in relations of power, it is called critical discourse analysis (Janks, 1997). The goal of the discourse analyst is to explore the relationship between discourse and reality, interpret a hidden meaning, and mediate it between the past and present (Hardy, 2001). Critical discourse analysis stems from a critical theory of language which sees the use of language as a form of social practice (Janks, 1997). All social practices are tied to specific historical contexts and are the means by which existing social relations are reproduced or contested and different interests are served (Janks, 1997). The argument as given by Van Dijk (1993) is that the control of knowledge not only shapes individual's interpretations of the world but it also structures the types of discourse and actions individuals may engage in. Phillips and Hardy (2002) postulate that thus the aim of CDA is to analyse the dialogical as reflected in the privileging of a particular discourse and the marginalization of others. Critical Discourse analysis resonates with Van Dijk's ideological square which informs this study as it also seeks to explain how the two generations outdo each other as far as journalism standards are concerned.

For the study, just like in all other qualitative researches, data analysis involves working with generated data, categorising it into breakable units and summarising it (Bogdan and Biklen, 1982). It also includes searching for patterns and determining what is important that needs to be regarded as research findings for dissemination (Bogdan and Biklen, 1982). In the process critical themes emerge out of the gathered data (Patton, 1990). Through Critical Discourse Analysis the researcher begins with the open coding or identification of emerging themes (Strauss and Corbin, 1990) from the interviews conducted with both retired and practising journalists as well as media trainers. Through the identified themes, the researcher created different categories through which data was analysed. All interviews were transcribed and subjected to coding with similar responses being grouped in the same category.

3.7.2 Methods of Data Presentation

The findings of the study will be presented using the thematic approach. Qualitative data analysis involves condensing data in search of patterns and discovering important aspects that one will tell others as part of the findings. Through such inductive analysis, critical themes tend to emerge out of the data (Patton 1990).

Qualitative data can be presented using the thematic way followed by a discussion chapter or combining the discussion with findings using a thematic approach (Burnard et al, 2008). In this study data will be organised around themes important to the two research questions raised. Unlike quantitative research which carries its meaning in its tables and summaries, the study just like all qualitative researches, meaning is carried in the reading of the entire text (Richardson and St Pierre 2005). Therefore data from the interviews to be carried out with both sets of journalists, trainers and experts in the field of journalism and media studies will be presented in narrative form. Pertinent or verbatim quotations from respondents used to illustrate major findings of the study. The findings will also be compared with previous researches reviewed in chapter 2.

3.8 Ethical Considerations

In pursuit of knowledge and truth which is the primary goal of research, the researcher conformed to ethical requirements of confidentiality, anonymity and self examination among other considerations. Ethics are generally defined as the moral principles that guide a research process from the beginning until the end (Orb et al, 2000). The researcher has to display appropriate behaviour that conforms to the rights of those that are involved as participants and those that are affected by the investigation (Saunders et al, 2003). Informants were

assured of confidentiality and anonymity. Since the study adopted in depth interviews as research instruments which involves obtaining personal data from participants, informed consent was sought from the journalists, trainers and experts interviewed. These respondents were assured that material gathered during the study will only be used for academic purposes and that their names or responses will not be linked to them directly. This ensured that participants expressed themselves freely.

With interviews there is also the possibility of power imbalance between the researcher and the respondent. This call for the researcher to take into consideration the power structure of the interview especially when deciding the avenues to be pursued and crafting the type of questions to be asked so as to avoid forcing respondents to disclose personal information beyond what they are comfortable with (Thomas, 2013).

The researcher will also engage in self examination in all stages of the study to eliminate bias. As alluded to earlier on, for such a qualitative study, it is important for the researcher to acknowledge and take account of how one can influence research findings and what comes out to be accepted as knowledge. For the study the researcher had to constantly analyse the researchers' position as one belonging to the contemporary generation and the relationship with the participants for the interviews as one might end up being biased.

3.9 Conclusion

The chapter gave a synopsis of the interpretive epistemological framework that guided the study. It laid out the qualitative research methodology used to gather the data in understanding the contestations on the state of journalism in Zimbabwe. The chapter went on to provide the purposive sampling technique that was used in determining the sampling units for the study. It also interrogates the various methods for gathering and analysing data and justifying how appropriate they were under the circumstances to provide reliable valid data. Chapter four will deal with the presentation and analysis of the data gathered.

CHAPTER 4: FINDINGS

4.0 Introduction

This chapter presents and analyses data that has been gathered using in depth interviews as outlined in the previous chapter. This presentation is in line with the research topic which is to analyse the contestations on the state of journalism in Zimbabwe between “old” school and contemporary journalists. The findings also seek to answer the key research questions that hinges on the varying perceptions on the state of journalism in Zimbabwe between the two generations concerned as outlined in the introductory chapter. The presentation and analysis entails a careful interrogation and interpretation of research findings and also establishing verifiable facts through critical discourse analysis as outlined in the methodology.

4.1 Presentation of findings

The state of journalism in Zimbabwe is defined by among other things attributes such as ethical conduct, the media environment, basic skills, role orientation, and training. This section presents the perceptions of selected journalists from both the “old” generation and contemporary period on the above mentioned aspects. It is the goal of the chapter to reflect on the in group and out group legitimation and delegitimation strategies employed by both “old” school and contemporary journalists as they heavily contest on whether journalism standards have gone down or not. The findings will also shed light on what the journalists believe are the ideological underpinnings that have contributed to the prevailing state of journalism. These findings will be presented in thematic form.

4.1.1 Contemporary journalists are unethical: Old school

The study found out that the “old” school journalists say journalism standards have gone down largely due to unethical conduct of contemporary journalists. From the interviews conducted “old” school journalists interviewed say the current calibre of journalists lack moral values in their practice. As obtained by the study, the ethical behaviour of contemporary journalists in terms of respecting aspects like accuracy, objectivity, sensationalism and avoiding brown envelope journalism has significantly deteriorated. According to the old school journalists, unethical behaviour took a nosedive from the year 2000 due to various factors as journalists deliberately threw the ethical code of conduct that used to guide ethical conduct in the profession in the dustbin. The following section will now present findings on each ethical conduct attribute highlighted by the “old” school journalists and the responses from the contemporary journalists.

4.1.1.1 Contemporary journalists; Speed without accuracy

The study found out that “old” school journalists say contemporary journalists are more concerned with being the first to break the news without verifying their facts. As a result of wanting to beat the competitor, they publish inaccurate reports. One old school journalist interviewed pointed out that contemporary journalists are now more concerned with getting the story out first before other media houses to the extent that they do not check facts to see whether they are disseminating accurate information. This therefore means in the rush to publish and compete with other news purveyors’ end up with false reports. Some of the retired journalists interviewed also blamed the use of social media for this publication of inaccurate content. A veteran journalist had this to say;

“Nowadays, with the advent of social media, journalists are more concerned about getting the story out first before other media houses to the extent that they do not check facts to see whether they are disseminating accurate information or not. It is now about breaking the news. These young reporters are now writing stories based on unverified whatsapp statements.” Interview - Veteran journalist – 12/05/18.

This also extends to quoting non-existent sources. At times this also involves writing absolute lies or omitting important facts. Cited is the example of *The Herald’s* story where they alleged that the *Movement for Democratic Change Alliance* leader Nelson Chamisa had said he could impregnate any woman to prove how energetic he was. The sculpting of malice as proved by the Alliance’s spokesperson Luke Tamborinyoka through the airing audio’s of what Chamisa had actually said in contrary to what had been alleged, taints the image of the profession for concocting stories. Although the sentiments attributed to Chamisa were politically motivated as the instigators were trying to depict the young leader as a sexist, the story by *The Herald* and *The Chronicle* does not exonerate contemporary journalists from contributing to ethical decay of the profession through writing inaccurate stories.

Another veteran broadcaster with the public broadcaster *Zimbabwe Broadcasting Corporation (ZBC)* attributed the increase of inaccurate and fake reports to lack of research by contemporary journalists. The veteran journalist said journalists of today do not research on basic things hence the reason why they fail to get things correctly.

“...also if you listen to reports being given by contemporary reporters you can easily tell that they did not do their research. The reports are just a shame at it will be just a compilation of

information taken from the surface with no in depth research...” Interview- ZBC veteran broadcaster – 10/05/18

Although other senior journalists interviewed blamed both the old and the new generation for this lack of accuracy, their sentiments seem to suggest that during their era, some of these inaccuracies were non-existent.

“I would blame both sides that is the new and old because those old that we are talking about who began practising in the 80s and so forth, some of them are the supervisors who are supposed to check the work that is done by these youngsters. If such things are not given attention, they would happen...which would not have happened during our time.” Interview-Retired journalist – 10/05/2018.

Although the contemporary journalists accepted the blame, they however said this does not mean that the entire journalists who practised long back always got their facts right. They argued that bad “apples” are existent in both eras.

“I wouldn’t want to deny the fact that amongst us there are reporters who cook sources for the sake of meeting the deadlines. At times one would have contacted a source and given inaccurate information which you won’t have time to verify. Since you trust the source you will just go on to publish that. Also these veteran journalists should not act as if they did not have such kind of journalists during their time.” Interview- Freelance journalist-15/05/18

As obtained in the interviewees, although the findings of the study should be interpreted in the context of the prevailing dominance of new communication technologies that have changed the audience dynamics as they can now also disseminate news, contemporary journalists have no justification for writing inaccurate reports. Due to the emergence of social media platforms such as Twitter and Facebook among others, journalists are now competing with the audiences to be the first to break the news. It is under such circumstances and pressure that they publish unverified reports of events with some not true. As alleged by “old” school journalists this has dealt a major blow to the profession as contemporary journalists are bending one of the cardinal rules of reporting which is accuracy. This can also be considered as part of delegitimation strategies by the “old” school journalists to discredit contemporary journalists for their wayward behaviour. Such kind of reporting by contemporary journalists affects the media’s integrity as well as their credibility (Patterson, Philip, and Wilkins, Lee, 2008). Good journalism is based on the principle of verifying a

story through checking all the details and providing all parties concerned to provide their views Christians, Clifford et al. (2009). As argued by Kovach and Rosenstiel (2001) the cardinal rule should be respected since journalism has been described as a discipline of verification. Journalists should also report and interpret events with scrupulous honesty and must ensure that all reasonable steps are followed to ensure the accurate dissemination of information (VMCZ, 2015).

In this instance, contemporary journalists should not hide behind the use of social media as sources for publishing fake news. It is the concerned journalist's responsibility to verify and correct lies into reality since they have the expertise and resources. As such the rebuttal by contemporary journalists and the counter accusations established by the study can be considered as part of legitimacy strategies by the young generation shifting the blame on external forces. The findings of the study complement previous research findings from scholars such as Chuma (2013) and IMPI (2013) who concluded that journalism standards have gone down due to the various inaccurate reports evidence by consistent retractions in most publications. The IMPI report (2013) also found out that journalism standards have gone down due to an increase in fake reports being published by traditional media negatively impacting on the credibility of the profession.

4.1.1.2 Contemporary journalists corrupt; "Old" school

The study also established that "old" school journalists allege that contemporary journalists are corrupt as brown envelope journalism has now become the order of the day. This according to the old generation has compromised the quality of stories written by these journalists.

"Most journalists overlook ethics in a bid to make extra cash to survive. Due to low remuneration they succumb to brown envelope journalism. Journalists take money to kill certain stories from politicians and business people. Interview – Alpha Media editor-03/05/18

Another senior journalist pointed out that now it is more "about earning than addressing issues that are affecting people." One senior journalist concurred with this and stated that economic deterioration is the biggest problem:

"It makes journalists vulnerable as some of them end up covering perspectives of certain organisations because they get something from there be it trips, t shirts or money. So that has

affected the quality of journalists, you find out that certain personalities or organisations feature more than other organisations because it does some good to the journalists.”

Interview- Senior Reporter *New Ziana* – 03/05/18

In response contemporary journalists concurred that brown envelope journalism has taken root in the profession;

“We don’t eat ethics. We have families that we need to take care of. Do you think that with these meagre salaries that we are getting we will be able to come to work on a daily basis? We do this as a way of cushioning ourselves.” Interview - Contemporary journalist - 15/05/18

It is clear from these findings that there is a co-relation between poor living standards and shoddy journalism. From the findings, the current crop of journalists does not see anything bad about the practise of brown envelope journalism as they see it as a way of cushioning themselves from the harsh economic environment. Such kind of practice accounts for pathetic journalism practices and gives credence to the argument that standards of journalism have nosedived. Journalism is no longer as noble as it used to be. While economic factors are pushing journalists into unethical practices as they try to make ends meet, this should not be a mere justification for disregarding ethics.

The issue of who is better than the other on based on ethical conduct particularly brown envelopes boils down to the prevailing economics obtaining between the two generations. The “old” generation by and large have by many standards something to show off their hard work, as they could afford to buy cars or own businesses because the economy allowed. But for the current crop of journalists and editors, they rely on handouts from politicians and powerful businessmen since their organisations cannot afford to improve working conditions. They are not their own men or women as they have been reduced to paupers who follow power and not principle, money and not ethics.

The study’s findings concur with other studies that give overwhelming dominant explanations for brown envelope in Africa as poor remuneration for journalists (Mudhai; 2007; Chari, 2007; Frere, 2008; Kasoma; 2009). As given by Okoye (2008) journalists should not omit, alter or publish a news article in return for a reward either in cash or in kind. Just like on accuracy, contemporary journalists do not exonerate themselves from such conduct but blame the economic environment for way ward behaviour. As argued by van Dijk (1993), contemporary journalists use this as part of mitigation strategy to counter accusations from

the “old” school journalists. In the process of receiving bribes and inducements, journalists compromise the credibility and integrity of the profession.

A fundamental point to note is that economic and financial problems have a telling effect on the performance of the mass media and journalists in particular due to a fragile economic base. This is largely due to a massive debt burden, diminishing financial resources, low income, deteriorating standard of living and the effects of the structural adjustment programmes which affected the operations of the mass media (Munyuki 1996).

4.1.1.3 Contemporary journalists no longer objective: “Old” school

The study established that contemporary journalists have contributed to the decline of journalism standards in the country through biased media reports. According to interviewed “old” school journalists, journalists of today have become extensions of different political parties and as a result have also abandoned the cardinal rule of objectivity through lack of balance and fairness.

“...While it is obvious in this country that the state media supports the ruling government that is there but beyond that some journalist in those organizations have actually become political activists or extensions of those parties...so what they are doing has nothing to do with the house policy of the organisation but them also being part of certain politics and supporting issues...” Interview- Retired journalist-15/05/2018

He added that this is in contrast with earlier practices where even opposition parties could air their views in state media.

“...in those years there are the years which Morgan Tsvangirai rose to fame he would come on ZBC and say all that he wanted, Edgar Tekere would also come...” Interview - Retired journalist-15/05/2018

As obtained in the interviews, “old” school journalists portray a positive picture of themselves during their time of practise. According to “old” school journalists it is evident from the stories that are being published nowadays that no effort is made to attempt to balance a story through providing space to all parties concerned in a story. While objectivity is a controversial value (Day, 1991) journalists should always commit themselves to achieve

it. This is regardless of the fact that “all human beings are subjective, partial and biased” (Retief, 2002: 99).

Journalists from the old generation interviewed indicated that although there were some elements of unethical conduct during their time of practise, at least there was some sense of consciousness especially on such matters. What is implying in the above is the fact that unethical behaviour was minimal under the old school journalists in Zimbabwe with unethical behaviour increasing to un-precedent levels after the year 2000 which the study identified as the beginning period for the start of contemporary journalists. Through this, the old guard try to exonerate themselves from the ethical conduct bedevilling the profession. But given the fact that most senior journalists did not retire and are still at the helm of most journalism institutions, they are also to blame for the ethical infractions since they are the gatekeepers.

While acknowledging ethical decadence and criticising the situation in the profession, journalists attempt to maintain legitimacy by shifting blame to external forces. This is in light of the view held by most journalists interviewed who maintained that the upholding of journalism ethics is a fundamental responsibility of every trained journalist regardless of political affiliation and interest (VMCZ, 2016). As obtained in the sentiments above, journalists take the blame on the political environment which has polarised the whole society including the journalism profession. Objective journalists should aim to report fairly through presenting all sides of the story by obtaining comments from both parties concerned in a story. Objectivity can also be achieved through the right of reply which contemporary journalists have chosen not to offer to aggrieved individuals or organisations because of various forces at play.

4.1.1.4 Contemporary journalists too sensational: “Old” school

The study found out that beyond inaccurate reports and lacking objectivity, contemporary journalists have also contributed to the decline of journalism through writing sensational reports. One senior freelance reporter said broadsheet newspapers such as *The Herald*, *The Chronicle*, *The Sunday Mail*, *The Sunday News*, *Newsday* and *The Daily News* among other publications are becoming sensational and yet they are not supposed to do that. This includes publication of content without due regard for their impact on the audiences and readers.

“...they also make use of social media to post disturbing pictures without taking into consideration the feelings of the people in the picture or the people who will see the picture.” Interview –Veteran freelance reporter– 10/05/2018.

According to the reporter, this differs from the older generation who behaved responsibly.

“I believe journalists who started practising immediately after independence...always reported responsibly, taking into account the several journalistic ethics. Nowadays...they also make use of social media to post disturbing pictures without taking into consideration the feelings of the people in the picture or the people who will see the picture.” Interview – Veteran freelance reporter– 10/05/2018.

The study established that contemporary journalists have fuelled sensationalism in the media. As alleged by “old” school journalists the media presently is characterised by intentional and purposefully commissioned content which is over hyped and biased. The publishing of such overhyped material gives a biased impression. Since the emergence of tabloid newspapers such as H Metro and B Metro in Zimbabwe, journalists have failed to toe the line between spreadsheets which should focus on serious and objective news and tabloids themselves which are of a less serious nature. Contemporary journalists in typical mitigation strategy, shift the blame to technological innovations, revenue pressures and competition as part of the causes of sensationalism. This view supports Kasoma’s (1996:95) argument that in a world in which the information superhighway has made journalists do their work in a hurry as they strive to satisfy the world’s craving for more and quicker news and other information. Although this is unacceptable among the values of the profession, the humanness of journalism has increasingly been giving way to the expedience of cut-throat financial competition.

4.1.2 Contemporary journalists lack on agenda: Old school

The study obtained that contemporary journalists seem to lack on agenda. According to “old” school journalist interviewed, contemporary journalists lack on role orientation understanding. The older generation said during their era they focused on developmental journalism whereas contemporary journalists do not have a cause. Furthermore they said contemporary reporters are inconsistent and just report on the basis of who is in power. One respondent gave an example of how journalists moved from supporting Robert Mugabe to criticising him in favour of Emmerson Mnangagwa.

“...even this called new dispensation the people who were worshiping Mugabe have since vanished and they are now castigating him left, right and centre as if he belongs to the Opposition. Some of them are even standing against him which also shows that their role is

not coming out because no one will really take them seriously because they are showing that they can easily change and start something...” Interview - Veteran journalist - 14/05/18

Another senior journalist even pointed out that the watchdog role has declined.

“The same journalists who were supposed to tell the people about the bad things happening in society as part of the watchdog, they are not doing that. These young journalists have become part of the politicians or anyone who is in business. To their benefit, for the politicians and businessmen, they will keep on doing whatever they want because they know that as long as they have got money and influence they can pay to make sure that whatever they do does not come out. What is it that has become of these journalists?” Interview – Veteran broadcaster – 10/05/2018

This is also echoed by another veteran journalist who argued that the media now protect people instead of exposing them. In response, a contemporary journalist said it is not their responsibility to determine the agenda or thrust of their reporting.

“This does not make any sense because journalists do not define the parameters. If the government has no orientation of focus then the journalists cannot be expected to create that focus. Today Zimbabwe is in a state of confusion and this is reflected in the media and also another factor is that in a globally changing environment no one should really define the focus of a country and the argument of focus presumes that society has a consensus and that consensus has a dictatorial import”. Interview - Alpha media reporter- 12/05/2018

As part of legitimacy strategies by the old generation, they claim to have positively contributed to national development during their practise through development journalism. The new Zimbabwe government, born out of the liberation struggle, the Lancaster House Agreement and the first non- racial elections, was eager to re- mould the press to positively contribute to development ideals of the state. As argued by Chuma et al (2006) while espousing press freedom, the government preferred both the public and private press to practise development journalism. As shown in this statement, “while the press is free to publish news of its choice, the government prefers a bias towards development,” (Ministry of Information Press Statement No. 21, November 1988). The mitigation by contemporary journalists that they are not to blame for lacking agenda seems to be genuine since it is the state or government which defines the policy with the media coming in to either support or

criticise. Journalists can only positively contribute to national cause if there is no political instability.

4.1.3 Poor journalism as a result of poor training: Old school

The study established that the “old” school journalists attribute the decline of journalism standards to poor training. A former business editor at *Zimpapers* condemned the calibre of journalists coming from the various journalism institutions in the country.

“Training institutions are producing half baked reporters. Reporters who just transcribe yet a real journalist should record, report, analyse and investigate”. Interview – Former *Zimpapers* Business Editor – 11/05/2018.

There is also consensus among the “old” generation journalists that news writing standards have gone down especially with regard to language use. The study found out that the older generation of journalists is so critical of the new generation’s journalistic practice particularly on their poor command of English resulting in a lot of grammatical errors. A veteran journalist interviewed had no kind words for journalists’ command of the English language.

“In terms of the quality of reporting.....standards are going down, the command of English in newspapers is very poor, there are many grammatical mistakes and while during our primary school days we would be referred to the newspaper in order for us to improve our command of the English language, these days it is no longer a good idea to do so.” Interview – Retired journalist 15/05/2018.

Another “old” school journalist interviewed complained about the mixing of languages such as Shona, English, and Ndebele when communicating among the contemporary journalists. The veteran journalist complained that at the end of the day one would have no idea which language is being used albeit with grammatical errors. The interviewee also seemed to romanticise those old days implying that perfectionism was the order of the day.

“We come from a generation whereby if you are using English it has to be perfect English. If it’s Shona it has to be perfect.” Interview - Veteran broadcaster- 15/05/18

Adding on some of the old school journalists interviewed argued that this is largely because most of the present journalism educators lack practical experience as they did not practise after training.

“...one other problem that I have always noticed is that you finish your Diploma and the following year you are a teacher, you don’t have the time to practice and those people when they now come for us in the practical world coming from you with no experience you have been teaching them for three years. I think that’s another problem it’s as if they have not been taught anything at all and that’s where we clash.” Interview-Retired journalist-15/05/15

The study also found out that the old school journalists have reservations on the content being given to trainee journalists in most of the institutions in the country. The old generation journalists interviewed said the current syllabi that are being taught in most journalism training institutions were not in sync with the realities of the industry. This interviewee also raised lack of link between journalism training institutions and the industry.

“There is no linkage between the industry and these training institutions. I think these trainers get busy with other things at their work environments such that they do not engage with the industry so as to hear their demands”. Interview – Old school journalist – 15/05/18.

This however differs from what the current trainers and contemporary journalists said. Almost all contemporary journalists and trainers interviewed agreed that training is good except that institutions should acquire state of the art equipment. In addition, some argued that universities should do more in terms of practical journalism.

“Journalism training has not shifted much, only that unlike the erstwhile era, it is no longer the retirement home of tired and pensioned seasoned journalists. We now have professional media trainers who deliver training well but never practised in the industry. However academic journalism has gone strides in Zimbabwe. Unlike any other time in the country’s history, the previous decade has witnessed a flourishing media academic population in Zimbabwe. Virtually everything which needs to be researched pertaining media in Zimbabwe has been done with tremendous success and this can be attributed to training”. Interview-National University of Science and Technology (NUST) Journalism trainer – 10/05/2018

Similarly, contemporary journalists were of the view that training has actually improved. They argue that they have followed what they were taught and they have remained updated on industry demands. One had this to say:

“The trainers try to equip the students so that they will be able to be relevant in the existing media environment. So the trainers usually adjust content to suit the prevailing situation, in

doing so the paradigm shift additionally changes product. The mentality of the journalists from the two eras will be completely different.” Interview- ZiFM Reporter – 11/05/18

Another respondent also argued that the problem is not necessarily with training but the economy. He also pointed out that the training received by older journalists has nothing special about it.

“...not to say those who are being trained now are not getting proper training as now there are more resources. It’s just the economy that is creating this mess and I don’t think that there was anything exceptional about their training during that time which is not being done now, even now people are being trained more into other things that those ones were not doing.” Interview – Freelancer – 03/05/2018.

Such findings indicate continued rivalry between the “old” school and contemporary journalists on the state of journalism in Zimbabwe. The arguments posed by “old” school journalists that contemporary journalists were not properly trained hence the decline in journalism standards can be seen in light of the group wanting to maintain superiority of the profession therefore discredit the other generation for not being qualified. As postulated by Van Dijk delegitimation involves mudslinging as being done by old school journalists on their claim of poor journalism training standards. As obtained in the interviews conducted training today is much more robust as there are more resources both online and offline to aid students in terms of training. The argument that the current trainers are not aware of industry demands are misplaced and show that there is no appreciation of the difference between training and practice in terms of role orientation. Trainers train and practitioners in industry do further training on the job and that factor has also been bridged by the introduction of one year industrial attachment. Journalism trainees should also shoulder the blame for the alleged decline in standards since good command of the language in use be it Shona, Ndebele or English one should be very conversant.

4.1.4 Accusations of poor journalism standards driven by jealousy: Contemporary journalists

The study found out that in light of the criticism being levelled among contemporary journalists, there is consensus among the group that all the condemnation by the “old” school journalists is driven by jealousy. According to contemporary journalists interviewed, the condemnation on the new generation of journalists is just typical nostalgia for a golden era that never was. One young journalist had this to say:

“These old school journalists have the larger mentality that they are the only torch bearers of journalism in Zimbabwe. This is despite the fact that these old school journalists have anachronistic skills in the digital age”. Interview - Daily News Reporter- 03/05/18

Another contemporary journalist also spoke of the claims by the old generation that their generation was the best in terms of journalism practice in the country.

“Generational jealousy is rife as these old school journalists claim that they existed in the golden era of journalism. They believe that they represent the crème of Zimbabwean journalism class”. Interview 263 Chat reporter – 20/05/18.

Another practising freelance journalist went on to highlight some of the blunders made by “old” school journalists during their time of practise. He narrated the case of the story published by one of the “old” school journalists Geoff Nyarota as the Editor in Chief of the Daily News alleging that a Movement for Democratic Change (MDC) supporter Brandina Tadyanemhandu was killed by Zanu PF supporters in a politically motivated murder case. The story was later proved to be false with Nyarota as the Editor in Chief of the privately owned paper failing to locate the grave of the woman and was forced to retract the story and apologised to Zanu PF and the nation at large.

“Some of the journalists like Nyarota they also made blunders. The Tadyanemhandu story is one of the examples of bad journalism by one of the old school journalists. So it’s neither here nor there to say during our time journalism was at its best. Each and every time there are those who do good and those who didn’t do good, otherwise the good things maybe are the ones people are only talking about.” Interview – Freelance journalist- 03/05/18

As can be deduced from the above sentiments, the selective emphasis on the positive side of their era by the two different generations echoes Van Dijk’s ideological square. While there is a semblance of truth in their claims as in the 1980s journalists were respected if not feared by politicians unlike today where journalists go to bed with the people they are supposed to monitor. In the old days such things could have happened but today they are much more pronounced and it’s not good for society. The focus on referring back to the old era and positively representing themselves might also be an attempt to seek credit and relevance. As one editor with the Newsday suggested that it could be only because of professional jealousies between the two generations.

4.1.5 Post 2000 political and economic crisis to blame for decline in journalism standards

The study found out that there is consensus in the journalism fraternity that the practise has been negatively affected by declining political and economic environment prevailing in Zimbabwe. Both “old” school and contemporary journalists shift the blame to the political and economic instability as the major contributors for the deteriorating journalism standards.

“Because of the volatile political environment in the country since 2000 to the present day, the political landscape in Zimbabwe has been undergoing a dark period. It is a fact that the political situation has affected the operations of journalists in the country .If you remove the bad politics, journalism will come good.” Interview – Veteran journalist – 03/05/18

A media trainer had this to say;

“The economy and politics cannot be separated because media companies are in the business to make money. Therefore the content of the stories will definitely be structured in such a way that will attract the largest audiences and get as many advertisers as possible. With the economic situation in Zimbabwe at the moment and the newspapers competing for the same advertisers the pressure to adjust content to increase profit margins will probably be more significant.” Harare Polytechnic Journalism and Media Studies Lecturer- Interview- 15/05/18

From the foregoing interviews, the compounding economic decline has seen most journalists living below the poverty datum line. Journalists in Zimbabwe are poorly paid compared to others in the region. They do not have decent salaries and organisations do not give them incentives such as medical aid and paying fees for their families. This has also been worsened by the job cuts in the industry as most media institutions are streamlining or retrenching as a way of cushioning themselves. Media institutions such as *Alpha* media laid off some of its workers and closed its other publications like the *Southern Times* due to operational challenges and failure to pay workers for months. A bad economy also negatively impacts on advertisers who are also the major source of revenue for media organisations who operate for a profit (Picard, 1989). The situation does not only put pressure to the media institutions but also to journalists who work in these organisations. However, from an ethical perspective, journalists should not hide behind economic challenges as an excuse for their un- ethical behaviour as this negatively impacts on their role as the watchdog of society. As argued by Rusike (1990) the journalism profession loses credibility once journalists are implicated in corrupt activities.

Due to low salaries and lack of monetary incentives, journalists are susceptible to corrupt and high-heeled politicians and business people. The findings support earlier conclusions by Chuma (2013) who argued that the poor working conditions coupled by poor salaries was negatively affecting on the journalism professionalism. Chuma (2013) postulated that as a result of the harsh economic realities that journalists were facing, they were prone to corruption or any other related unethical behaviour.

Due to external pressure, editors are forced to tone down stories that damage the reputation of advertisers and affluent politicians (Bagdikian, 1997). As highlighted by journalists interviewed, the pressure from advertisers is cascaded to reporters through the management as gatekeepers who at the end of the day dictate what journalists should write and what they should not. These external forces play a role in the existence of both formal and informal editorial policies impairing journalist's objectivity (Mano, 2005). Munyuki (1996) also concluded that the state of the media in Zimbabwe is also as a result of deliberate failure by African governments to include clauses which specifically guarantee media freedom. This he said led to excessive government control and interference in the operations of the media (Munyuki, 1996). In light of the above, it is imperative that stakeholders should ensure that the political and economic environment returns to normalcy in order to restore ethical culture in the profession.

The political and economic environment also includes the owners of the media institutions as these are largely drawn from the economic and business circles. Those who own the media may have a lot of control over how the journalists conduct their work. This may curtail the freedom to articulate some issues and views. This has been the case for journalists in Zimbabwe as reporters have failed to perform the watchdog role and become bark dogs and guard dogs or even lapdogs in the service of ruling elites. The journalists and the media institutions have become willing accomplices in furthering the interest of and maintenance of the political status quo. Journalists and editors of privately owned newspapers also conform to the judgements of proprietors who may exercise power over decision making to safeguard their interests in much the same way as the government controlled press. This may stifle debate or restrict certain voices to be heard or promote certain interests and resultantly stifle rational debate. Freedom of speech is under threat even in the countries classified as "democracies" with growing degrees of concentration which threatens diversity. Thus as presented in the findings journalists have justification to put the blame on the environment although they contribute to the state of journalism in the country.

4.1.6 We are no saints in a polarised society: contemporary journalists

The study found out that journalists from both the old school and contemporary times blame the polarised environment for the decline of journalism standards. Journalists concurred that polarisation has affected reporting standards in fundamental ways especially by promoting biased reporting. One trainer argues that;

“Polarisation that started from the year 2000 hardened journalists whereby those in the state media were openly partisan in support of a certain political party and others were whether wanted to support other political party or not but they found themselves in a position where they had to be opposite and those stories lacked balance”. UZ Journalism and Media Studies Trainer – 20/05/18

Another veteran journalist attributed the polarisation to the influence of management on content.

“The problem is emanating from people who are at the peak of the shareholding structure. It is these people who are so interested in politics and end up directing and dictating to journalists how to report and what to leave on certain issues. This is common in both private and public media where they want to influence policy”. ZUJ official – Interview – 03/05/18

The polarised media environment which borrows from the polarised political climate has seen media divided into two opposing camps. This naturally affects the production and delivery of news as citizens get biased information which in a way contributes to the decline in the quality of news. On this aspect there is little that journalists can do because media owners may have a monopoly say in terms of the final output through gate keeping.

As the last respondent argues, due to polarisation reporters become emotionally attached to the stories they will be reporting on. Although polarisation existed even during what is perceived as the golden era of journalism (Rusike, 1990), it has been exacerbated by the volatile political situation in the country. The IMPI report (2013) also identified biased reporting in the media as a result of the different perceptions held by both private and public media on national issues such as the land reform. As concluded by Chuma (2000) the gap between journalist observer and a political activist or commissariat officer have all but vanished. Stories are no longer balanced as they have long given way to outright propaganda on behalf of politicians. Chari (2010) argues that polarity within the media peaks during election times, when the media resorts to distortion, sensationalism and propaganda. As

argued by Chibwe (2016) journalists perpetuating media polarisation from both the public and public media should be perceived as enemies of professionalism and press freedom. This deprives readers a chance to make informed decisions. An independent press is one of the prerequisites for democracy. In most democratic societies the media provides an outlet for all voices.

Politically the media has also largely been viewed as an extension of state craft. This probably explains why the Ministry of Media Information and Broadcast Services has at times been placed under the Office of the President. Media placed under the president's office view private media as dissidents and a threat to state security. In such circumstances freedom of speech and freedom of the media remain secondary freedoms never enjoyed by all but a privilege for the minority. Similarly the private media should not side with the opposition political parties criticising almost everything by the Government without any objectivity. Journalists as the watchdog of the society, they need not support politics blindly. Journalists should thus insist to those who control the media of the need to pursue the truth.

4.1.7 Comedians and citizen journalists are to blame for the decline in standards: Trained journalists

Besides shifting blame to the environment, what also emerges out of these interviews is that the journalists, both old school and contemporary shift the blame to citizen journalists and comedians as well as the journalists' accrediting board - Zimbabwe Media Commission (ZMC). In a typical boundary setting style journalists argue that the fall in journalistic standards has been worsened with the emergence of the so called citizen journalists and comedians who are practicing journalistic roles when they are not qualified to do so. Training and knowledge of journalistic ethics is used as some of the parameters to draw these boundaries. One interviewee purports that now people say "journalism has gone to the dogs" because anyone can now call themselves journalists.

"I have observed that the profession has been reduced to mere nothing. It's like everyone now "qualifies" to be a journo despite not having gone to school for it. ...and to my disbelief they all have press cards. ...because those people who by the day are comedians and by night are journalists, people don't take the profession and trained journalists seriously." Interview 263 Chat Reporter 20/05/18

What emerges from this is that journalism is now losing its authority due to misfits.

Another interviewee also added that knowledge of journalism ethics is key in qualifying one as a journalist.

“While I agree that comedians also inform, educate and entertain just like what journalists do, the question is are they practising journalism or do they know the ethics?” Interview- UZ Journalism and Media Studies Trainer- 03/5/18

Thus two qualities are brought out here, that to be a journalist, one must have formal training and knowledge of the profession’s ethics.

This practice echoes with the boundary work research findings by such scholars as Carlson (2015) and Singer (2015). Gieryn as cited by Carlson (2015:2) defines boundary work as the “attribution of selected characteristics to the institution of science (i.e., to its practitioners, methods, stock of knowledge, values and work organization) for purposes of constructing a social boundary that distinguishes some intellectual activities as ‘non-science.’” Applying this concept to journalism, Carlson (2015:2) argues:

“Substituting “journalism” for “science” in the previous quote moves us to questions of how boundaries are constructed, challenged, reinforced, or erased about who should rightfully gather and disseminate the news – and who should not.” Journalists as a group by virtue of being in the profession due to training, shift the blame on non trained citizens journalists for the decline in journalism standards. Journalists claim that through unfiltered information that citizen journalists post, they will be discrediting the profession hence the decline in standards.

This is exactly what is found by Singer (2015:21) who argues that often in both times of stability and relative instability, journalists “use ethics to distinguish between insiders and outsiders: who is or is not a journalist at all.” This is exactly what is done by journalists, to use ethical considerations as boundary markers.

4.2 Summary

The chapter presented findings of the study. The study established that old school journalists say journalism standards have one down largely due to the flouting of journalism ethics by contemporary journalists, lack of agenda and poor training among other factors. Contemporary journalists typical of legitimation as outlined by van Dijk refute the claims alleging that sentiments by the “old” generation are due to generational jealousy. Both old school journalists and contemporary journalists scapegoat through shifting the blame on both

the declining political and economic environment prevailing in Zimbabwe since 2000. The next chapter will summarise the study and offer possible areas for further study.



CHAPTER 5: SUMMARY AND CONCLUSIONS

5.0 Introduction

The chapter summarises the key issues that arose out of the study. The study focused on the contestations between the “old” school journalists and contemporary journalists on the state of journalism in Zimbabwe. It will also go on to highlight areas for further study to prospective researchers.

5.1 Summary

The research sought to investigate the contestations between “old school” and “contemporary journalists” practice in Zimbabwe and how these generational groups inform the quality of journalism in the country. This required a critical analysis of the epistemic debates and the ideological underpinnings surrounding the varying contestations on the quality of journalism and changing journalistic practices over the time under consideration. The research sought to answer two questions:

1. What are the varying perceptions regarding the state of journalism in Zimbabwe?
2. What are the ideological underpinnings surrounding these discourses?

The findings from the research were varied and cross-cutting. The research revealed that the contestations between “old school” and “contemporary” journalists are mainly based on ideological differences, the differing political economy of the media that existed during the two contending groups and differences on training and ethical conduct. The subsequent chapters examined in detail reasons why there are varying contestations between “old school” and contemporary journalists on the quality of journalism in Zimbabwe.

Chapter one centred mainly on outlining the background to the study. It also gave the background to the study – that is, providing reasons as to why the research was undertaken as well as laying the hypothesis that informed the study, delimiting the study and outlining the problem that the research sought to investigate. Research conducted by scholars in Zimbabwe on journalism standards and other changing dynamics of the industry, but few have dwelt on the differing opinions on the state of journalism as reflected through the “old” generation of reporters and the “new” generation of reporters.

In chapter two the study reviewed related to the investigation. Since in most qualitative research the context is of paramount importance, the study reviewed the literature on the political, economic and social environment in which the two groups of journalists operated.

From the literature reviewed, the study found out that the political and economic situation in Zimbabwe influenced the operations of journalists in the country and their varying opinions on the standards of journalism. The study also reviewed the literature on the contestation amongst journalists on the state of journalism profession in the country. The government commissioned 2002 research, the 2013 IMPI report and other studies by individuals such as Chari (2013), Mano (2005), Mare (2013), Chibuwe (2016), Mabweazara (2010) among other studies informed the research. Again in the chapter van Dijk's ideological square which looks at legitimation and de-legitimation strategies used by in groups and out-groups in power contestations informed the study providing the lenses through which the varying perception between the two groups was analysed. The idea of journalism as a concept was explored as it is critical in measuring professional standards so as to establish areas where journalists are failing and where they are succeeding in their endeavour to inform educate and entertain members of the public.

In chapter three, the study outlined the research methodology. The study located within the qualitative epistemic understanding of research discussed the philosophical assumptions of the study which determined the research tradition, choice of methods for data collection and data analysis. To understand the varying journalist's perceptions of the journalism profession, the study population was purposively sampled. In-depth interviews were used to gather data while critical discourse analysis was to evaluate the data collected. The research also took into consideration the various ethics of research particularly reflexivity as the research was aware of his involvement in the study.

In chapter four the research discussed findings of the study under the following headings: contemporary journalists are unethical, Contemporary journalists are unethical: Old school, Contemporary journalists; Speed without accuracy, Contemporary journalists corrupt; "Old" school, Contemporary journalists no longer objective: "Old" school, Contemporary journalists too sensational: "Old" school, Contemporary journalists lack on agenda: Old school, Poor journalism as a result of poor training: Old school, We are no saints in a polarised society: contemporary journalists, Comedians and citizen journalists are to blame for the decline in standards: Trained journalists, Post 2000 political and economic crisis to blame for decline in journalism standards and Accusations of poor journalism standards driven by jealousy: Contemporary journalists.

The study found out that the “old” school journalists criticise contemporary journalists for having contributed to the decline in journalism standards in the country through delving in unethical practices such as false news, brown envelope journalism, sensational reporting, subjectivism and partisan journalism. The old generation of journalists also said contemporary journalists lack agenda and they are also poorly trained. On the contrary, contemporary journalist argued that the criticism labelled against them was a product of jealousy. However, both groups concur that the political and economic climate post 2000 has negatively impacted on the profession.

5.2 Areas for further study

For further study, there is need to understand the journalism profession from the views of the journalists themselves. As such the study recommends further research on how journalists legitimate their work. For instance, a study can be carried on how the examination of how awards are given. Furthermore studies can also be carried on the contestations between trained journalists and citizen journalists. The study can focus on how journalists protect boundaries to delegitimize citizen journalists who are not trained and how the latter fight back to claim authority. One way to understand how journalists view each other is to use the interpretive method of study.

Given the differing views on the state of journalism in Zimbabwe that emanated from the study, it is prudent that a study be done on how technology can influence journalism studies and the link between media ownership and the quality of journalism.

5.3 Conclusion

The chapter gave a summary of the major sections of the study. It outlined the research questions which sought to establish the varying perceptions between old school journalists and contemporary journalists on the state of media in Zimbabwe. The chapter also highlighted on methods used to gather and analyse data as well as the major findings of the study which explains the differences between the two generations under study.

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APPENDICES

INTERVIEW GUIDE

1. How do you view the state of journalism in Zimbabwe?
2. How has the social, economic and political situation influence journalism practice in Zimbabwe?
3. Could you say there are differences between journalists of today and the old generation (those who began practising immediately after independence).
4. If any, what could have been the causes of these differences?
5. What role does journalism training play in distinguishing the old school journalist and contemporary graduates.
6. What is the source of disharmony between contemporary and old school journalists in the country?

