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Reporting for social change

–HIV and AIDS in Namibian press 2009

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Abstract

The purpose of this BA-thesis is to identify the patterns in the HIV/AIDS communication in four Namibian newspapers and examine the causes to why it is portrayed in that manner. The newspapers, *The Namibian*, *New Era*, *Windhoek Observer* and *Informanté*, vary in ownership, funding and style; from government loyal to tabloid and the journalists themselves have different backgrounds. A combination of quantitative content analysis of issues from September and October 2009, and interviews have been used. Main theories are Thomas Tufte's version of the *Model for Communication on HIV/AIDS*, Denis McQuail's interpretation of framing and the media's informative role and finally Silvio Waisboards *Strategic communication*. The results found are that articles on HIV and AIDS are common in the daily range of news but that HIV/AIDS is generally not the main subject in the text. According to the journalists the reason for this is that by isolating the subject it can enhance the risk of stigmatizing the people with HIV/AIDS. None of the newspapers have a policy on how to address HIV and AIDS, *New Era* is, however, in the progress of implementing one. All newspapers have had discussions on how to report on HIV/AIDS. The most common way to report about HIV and AIDS is to write about the spread of the disease and the people affected by it. Even though they appear frequently they do not get their own voice in the texts. Instead official representatives and civil society are the most common sources. The reason for this is not only lack of resources but also, as one journalist points out, an unwillingness from the reporters side due to the sensitivity of the subject. Some of the journalists stress the importance of writing to change individual behavior but none of the journalists mention that they include the structural causes behind the disease in their reporting. Reader fatigue is mentioned as a cause for the seemingly decreasing trend of coverage on HIV/AIDS. Some of the journalists say that their own personal opinions and experiences on HIV/AIDS affect their writing. They believe that committed reporting is not in conflict with the journalistic convention of impartialness. All the reporters have a journalistic aim of creating social change in the Republic of Namibia and they believe that the media has the power to do that.

Keywords: AIDS, Communication, Development, HIV, Informanté, Media, Namibia, Newspapers, Sub-Saharan Africa, Women.

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¹ For further information on the scholarship and the authors, see Appendix.

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1. Introduction

”10 years ago I met a woman who had lost everything, her house, her job as a principal. I called her before to set a date for our meeting and she said: I might not be able to make it till Saturday ... Now, 10 years later she is a campaigner. She inspired me. Convinced me that things can change.”

(Christof Maletsky, Assistant Editor at *The Namibian*, December 4th 2009)

In Namibia about 200 000 people of approximately two million inhabitants live with HIV/AIDS^{2,3}. As in most of the Sub-Saharan countries women are worst afflicted.⁴ HIV/AIDS is pointed out as the main factor to why the life expectancy at birth has decreased over the last fifteen years and also why Namibia’s living standard declines, even though the country in general has shown improvement of the food and home economics and literacy.⁵

Namibia is in some respects a country of contradictions. It is an old country with a long history of journalism but yet at the same time a young nation with a media landscape that has gone through major changes. Namibia is also a developing country with an enormous income gap, a democracy with press freedom but with a Government that interferes with the press.

In a free society the press has an important role to play as a social institution which means that it has to fulfill certain public tasks. One of these responsibilities is “... to serve the public interest in matters of information ...”.⁶ The understanding of how this is done is relevant since the media is an agent of power. One important source for information on HIV/AIDS is the media. The strength of the media lies in the ability to spread messages to a large group of people, making subjects “the talk of the day”.⁷

Behind every article in the newspapers there is a person responsible, a reporter, which colour the information and creates the messages the public shall receive.

Considering these circumstances, how the issue of HIV and AIDS is addressed in Namibian press and how the journalists regard their role in reporting on this subject is important to study.

² Human Immunodeficiency Virus (HIV) and Acquired Immunodeficiency Syndrome (AIDS), see Appendix for further information on HIV and AIDS.

³ Joint United Nations Programme on HIV/AIDS. (2008). *Report on the global AIDS epidemic*. Geneva: UNAIDS, 214. Retrieved October 15, 2009 from http://www.unaids.org/en/KnowledgeCentre/HIVData/GlobalReport/2008/2008_Global_report.asp

⁴ Ibid., 215

⁵ Utrikesdepartementet. (2007). *Mänskliga rättigheter i Namibia 2007*. Stockholm: Utrikesdepartementet, 14. Retrieved May 9th, 2009 from

http://www.manskligarattigheter.gov.se/dynamaster/file_archive/080325/a930159572d3a08736747f63ae179607/Namibia.pdf

⁶ Denis McQuail, *McQuail's Mass Communication Theory* (London: SAGE Publications Ltd, [2005] 2008), 213

⁷ Silvio Waisboard, “Five key ideas: coincidences and challenges in development communication”. In O. Hemer & T. Tufte (Eds.), *Media & Global Change: Rethinking Communication for Development*, (Buenos Aires: CLASCO, 2005), 81

This research consists of two parts. First a quantitative content analysis of four newspapers: *The Namibian*, *New Era*, *Windhoek Observer*, *Informanté*, during two months, September and October, in 2009. These newspapers all differ in ownership and style, from Government supported to tabloid. Secondly, the editors and reporters on each newspaper have been interviewed on how they regard HIV/AIDS as a journalistic topic.

1.1 Background: The history of The Republic of Namibia

In 1878 Great Britain annexed a part of Namibia. Europeans had, however, been present in the country since 1486 when a Portuguese sailor arrived at the Namibian coast. In 1884 Namibia became a German protectorate and between 1890 and 1915 the country was called German South West Africa. In the year of 1915 South Africa took over the colonial domination, and again the name was changed. This time it was called South West Africa.⁸

“Apartheid is an Afrikaans/Dutch word which essentially means segregation”⁹ It was the South African Bureau for Racial Affairs (SABRA) who coined the term in 1930s. Because of the South African rule Namibia also had to abide under the Apartheid laws from 1940 to 1990. For the population of Namibia this meant that all races were to be kept strictly apart from each other. Several acts like the Prohibition of Mixed Marriages act of 1949 and the Immorality Amendment Act of 1950 segregated the society. People of different color should not establish relationships.

This was further enforced by the Group Areas Act of 1950 in which races were separated by different residential areas.¹⁰ The Hochland area in Windhoek is also referred as the “Old location”. The people who lived there were forcibly moved to other areas such as the Katatura, which means “No place of our own”, and white people moved in making this area a more upper class neighborhood. In a protest against this forceful removal on December 10, ten people were killed and several were wounded.¹¹ In rural Namibia special reserves were designed for the ethnic groups of Ovambo, Nama, Damara, Hereros, Kavango, Caprivian and Baster.¹²

Between 1884 and 1910, whilst under German colonial rule, 75 percent of the land belonging to indigenous Namibians was sold to Europeans. The remaining 25 percent of the land was proclaimed as ‘native reserves’.¹³ The Hereros together with the Namas rose against the Germans and an extermination order against the Hereros was issued. It has been estimated that by 1907

⁸ Maria Mboono Nghidinwa, *Women Journalists in Namibia's Liberation Struggle 1985-1990* (Basel: Basler Afrika Bibliographien, 2008), 11

⁹ *Ibid.*, 13

¹⁰ *Ibid.*

¹¹ *Ibid.*, 13, 19

¹² *Ibid.*, 13

¹³ Catherine Sasman, “Inequality report: A sorry tale of perpetual divide”, *New Era* (Windhoek), November 11th 2009, 23-24

about 80 percent of the Hereros and 50 percent of the Namas had been killed.¹⁴ Under the following South African rule (1920 - 1990) indigenous groups were forced into labor at farmlands held by South Africans. Further impoverishment of the indigenous Namibians were the introduction of differential tax rates and allocation of land¹⁵

On the 21st of March 1990 the country declared their independence and the name was yet again changed. This time to the current Republic of Namibia.¹⁶ The name Namibia derives from the Namib Desert, the oldest desert in the World.¹⁷ Since independence Namibia has been governed by South West Africa People's Organization (SWAPO).

1.2 Namibia today

Poverty: Namibia is rated as a lower middle income country. In 2004, the BNI per capita reached \$825-\$3 255.¹⁸ More than half of Namibia's inhabitants (56 percent) are considered poor (living on less than 2 US-Dollars per day) and 35 percent are considered extremely poor (living on less than 1 US-Dollar per day).¹⁹ In 2004 Namibia was considered to be the most unequal country in the world with 78.7 percent of the total income owned by 5 percent of the total population. The poorest fifth of the population shares 1.4 percent of the total income. The New Era reporter Chaterine Sasman writes that "the current inequalities in Namibia, ... have the face of race, gender, ethnic hue, educational and class dimensions".²⁰ The living standard for the ethnic group Khoisan is on the same level as Eritrea whilst for the Namibians with German background is on the same level as Sweden.²¹

Unemployment: The official record of unemployment is around 40 percent but the real number is believed to be higher. It is foremost the black rural population that is afflicted by unemployment.²² Exchanging services and self-sufficiency is therefore the main sources of income for many families.²³

¹⁴ Graham Hopwood, *Guide to Namibian Politics* (Windhoek: Namibia Institute for Democracy, 2008, 4th ed.), 7

¹⁵ Sasman, "Inequality report: A sorry tale of perpetual divide", 23-24

¹⁶ Ibid.

¹⁷ Ministry of Health and Social Services (MoHSS) [Namibia] and Macro International Inc. (Macro) *The 2006-07 Namibia Demographic and Health Survey*. Windhoek, Namibia: MoHSS and Calverton, Maryland, USA, 1. Retrieved December 1st, 2009 from <http://www.healthnet.org.na/statistics.html>

¹⁸ Kungliga Tekniska Högskolan (2010). *Möjliga värdländer inom MFS- och Linnaeus-Palme programmet 2009*. Stockholm: Kungliga Tekniska Högskolan. Retrieved January 2nd, 2010 from http://www.programkontoret.se/Global/program/linnaeuspalme/partnerlander_mfs_lp_2009.pdf

¹⁹ Utrikesdepartementet. *Mänskliga rättigheter i Namibia 2007*, 14

²⁰ Sasman, "Inequality report: A sorry tale of perpetual divide", 23-24.

²¹ Utrikesdepartementet. *Mänskliga rättigheter i Namibia 2007*, 14

²² Ibid., 11

²³ Ibid., 11-12

Malnutrition: According to the expert on Child psychology Doctor Shaun Whittaker malnutrition statistics for children in Namibia are among the worst in the world. Stunted growth is one of the consequences of malnutrition and this afflicts more 37 percent of the Namibian children.²⁴

Life expectancy rate: The UNDP Human Development Report 2009 notes that the indicated life expectancy rate at birth in Namibia is 60.4 years. Respective number for Sweden is 80.8 years (Japan has the expected oldest population with a life expectancy of 82.7 years).²⁵ About 40 percent of the total population in Namibia is under 15 years of age.²⁶ HIV/AIDS is the main cause behind the low numbers.²⁷ The child mortality rate is 48 per 1000 newborns and for children under five years: 65 per 1000.²⁸

Geography: Namibia is a large country with two deserts, the Namib- and Kalahari Desert²⁹, and covers about 824, 000 square kilometers.³⁰ In the south Namibia is boarded by South Africa, in east Botswana and Zimbabwe, in the north Angola and Zambia and to the west the Atlantic Ocean.³¹ The country is divided in 13 regions: (in the north) Caprivi, Kavango, Kunene, Ohangwena, Omusati, Oshana, and Oshikoto (in the south) Hardap and Karas (in the central areas) Omaheke, Otjozondjupa, Erongo, and Khomas.³² About 88 percent of the households have access to clean drinking water. In urban areas 81 percent of the households have water on their premises whereas in rural areas only 32 percent.³³

Population and Ethnic groups: In the Population and Housing Census from 2001 1,830,330 people live in Namibia. 942,572 are female and 887,721 are male.³⁴ Most of the population lives in rural-areas up north.³⁵ The San are Namibia's indigenous people. Today they make out 2 percent of the total population.³⁶ There are many other ethnic groups present in Namibia: Owambos, Namas, Damaras, Coloureds, Hereros, Kavangos, Caprivians, Germans, Afrikaners, Bastards among others.

Languages and literacy: More than 11 indigenous languages are spoken in Namibia and most people speak two or three languages. Oshiwambo is spoken by more than half of the population.

²⁴ Sasman, "Inequality report: A sorry tale of perpetual divide", 23-24

²⁵ United Nations Development Program (UNDP). (2009) *Human Development Report 2009*. Retrieved November 20th, 2009 from http://hdrstats.undp.org/en/countries/data_sheets/cty_ds_NAM.html

²⁶ Dorinda Pieters Muarania, "It takes a community to bring up a child", *Windhoek Observer* (WHK), October 17th – October 23rd 2009, 12

²⁷ Utrikesdepartementet. *Mänskliga rättigheter i Namibia 2007*, 14

²⁸ *Ibid.*, 15

²⁹ Ministry of Health and Social Services (MoHSS) [Namibia] and Macro International Inc. (Macro) *The 2006-07 Namibia Demographic and Health Survey*. Windhoek, Namibia: MoHSS and Calverton, Maryland, USA, 1.

³⁰ *Ibid.*

³¹ *Ibid.*

³² *Ibid.*

³³ *Ibid.*, 16

³⁴ *Ibid.*, 2

³⁵ Friedrich-Ebert-Stiftung (FES), Media Institute of Southern Africa (MISA). (2009). *African Media Barometer; Namibia 2009*. Windhoek: fesmedia Africa, 30

³⁶ Utrikesdepartementet. *Mänskliga rättigheter i Namibia 2007*, 17

English is the official language but Afrikaans is the lingua franca.³⁷ The literacy rate is about 89 percent for men and 91 percent for women.³⁸

Polygamy: In Namibia the practice of having several wives (polygyny) is common. The number is decreasing but among the 9,800 women who participated in the 2006-07 years Namibia Demographic and Health Survey 6 percent of the married women said they were in a polygynious relationship.³⁹

Healthcare: The Namibian regions differ in both population size and the inhabitants access to healthcare. Best access is found in Erongo where 8,203 people share each Doctor. The worst situation is in Oshikoto where 89,757 people share one Doctor.⁴⁰

1.3 Purpose of study

Since HIV/AIDS has such an impact on the development of Namibia⁴¹ the aim of this thesis has been to identify how the issue of HIV and AIDS is addressed in Namibian press. This research also includes how the journalists regard their role in reporting on this subject.

1.4 Research questions

The research questions that this study are based on:

1. How is the issue of HIV and AIDS addressed in Namibian press?

How much of the HIV/AIDS coverage is directly about the subject?

How has the reporting on HIV/AIDS developed?

Which themes are presented in connection to HIV/AIDS?

Which actors get a voice in the reporting on HIV/AIDS?

2. How do the journalists regard their role in reporting on HIV/AIDS?

What do the journalists think about the media as an agent of power and the objective media ideal?

How do personal commitment on HIV/AIDS inflict on the reporting?

What kind of responsibilities do the media houses take on the reporting on HIV/AIDS?

³⁷ Personal conversation with Jeanette Andersson in Windhoek, Namibia, December 2009

³⁸ MoHSS and Macro. *The 2006-07 Namibia Demographic and Health Survey*, 30

³⁹ *Ibid.*, 76

⁴⁰ Ministry of Health and Social Services (MoHSS) [Namibia] and Macro International Inc. (Macro). (2008) *Essential Indicators*, Windhoek, Namibia: MoHSS and Calverton, Maryland, USA: Macro. Retrieved December 1st, 2009 from <http://www.healthnet.org.na/statistics.html>

⁴¹ Utrikesdepartementet. *Mänskliga rättigheter i Namibia 2007*, 14

1.5 Disposition

The first chapters explain the prerequisite for this thesis and contain a brief and general background of Namibia, Namibian press and the issue of HIV/AIDS. A discussion of the chosen methods for this study and how the research was conducted follows.

The results from the quantitative content analysis are interwoven with the answers from the interviews since they complement each other. These findings are later on discussed from a theoretical viewpoint and the research questions are answered. The final chapter contains a summary of the key conclusions and suggestions for further research are offered.

1.6 Limitations

This thesis is focusing on the views of people within the media sphere, reporters and editors, and will therefore not investigate the public debate on the issue of HIV/AIDS. The study will include neither how the news about HIV/AIDS are received by the audience nor what actors outside the media sphere think of the portraying of HIV/AIDS in Namibian press.

1.7 Definitions

When the following words appears in the text this is what they refer to:

Press: the printed press in Namibia, the Namibian newspapers.

Media: all the different outputs for journalistic communication: Newspapers, radio and TV.

Article/ text: these words are used as synonyms for the written journalistic material including all the different types such as news articles, features and editorials.

Journalists: both reporter and editor.

2. Media in Namibia

2.1 The history of Namibian media

The first newspaper in Namibia was the *Windhoeker Anzeiger*. Founded by Georg Wasserfall, its first edition came out on October 12 in 1898.⁴² The *Windhoeker Anzeiger* and the newspapers which followed in its tracks ignored the black population; they were all dedicated to the German settlers or the Afrikaans. It was not until 5th of March, 1960, that the first newspaper owned by Africans came to being- The *South West News – Suidwes Nuus* (SWN).⁴³ Out of this three distinct mainstream print media categories, private/commercial interest, evolved:

⁴² Mboono Nghidinwa, *Women Journalists in Namibia's Liberation Struggle 1985-1990*, 25

⁴³ Ibid.

- 1) Political Partisan: *Allgemeine Zeitung* (founded in 1916), *Windhoek Advertiser* (the first Namibian newspaper in the English language founded in 1911), *Die Republikein* (1977).
- 2) “Independent”: *Windhoek Observer* (1978), *The Namibian* (1985).
- 3) Church Press: *Omukwetu* (means Friend/Family in Oshiwambo, founded in 1901), *Immanuel* (1961).⁴⁴

The Independent press as well as the Church press were all participants in the struggle for national independence. Publishing articles critical of the colonial government and reaching out to the black community, even up North and down South, the newspapers experienced harassment by the political authorities and even became subjects to sabotage.⁴⁵

Before Independence the only foreign newspapers legal in Namibia were South Africans ones. They were state-sponsored and most often pro-apartheid. The punishment for possession of a foreign publication was harsh, one could face imprisonment.⁴⁶

In the early years of Independence some publications did not manage to adapt to the societal transformation and therefore could not carry on publishing.⁴⁷

2.2 The present media landscape of Namibia

In Namibia there are four national daily newspapers; *The Namibian* (English, and some news in Oshivambo), *Republikein* (in Afrikaans), *Allgemeine Zeitung* (in German) and *New Era* (English, and some news in native languages).⁴⁸ There are five national newspapers which are published once a week; *Informanté*, *Windhoek Observer*, *Namibian Sun*, *Namibia Economist* and *Namibia today* (SWAPO’s own paper). The *Sothorn Times* is another weekly newspaper which is given out by the governments of Namibia and Zimbabwe.⁴⁹ *Namib Times* is a coastal newspaper which covers the coastal cities Swakopmund and Walvis Bay. The paper is published once every other week. In Lüderitz there is an A4 newsletter called *Buchter news*, which is published once a month. Some small community newspapers can also be found in other cities, such as in Rehoboth.⁵⁰

Some newspapers, like *Informanté*, are for free, but most of the papers costs between 3\$N and 5\$N. This means that the majority of the population cannot afford the papers.⁵¹ Another problem is the distribution of the newspapers to rural areas. Some areas do not get the

⁴⁴ Ibid., 26-29 & Pedro for translation of Omukwetu

⁴⁵ Ibid., 27 & 29

⁴⁶ Ibid., 30

⁴⁷ Ibid.

⁴⁸ FES and MISA. *African Media Barometer; Namibia 2009*, 26

⁴⁹ Ibid.

⁵⁰ Ibid.

⁵¹ Ibid., 27

newspapers at all, and those areas where the newspapers are distributed, often get the papers a day after publication.⁵²

All the daily newspapers and some of the weeklies are available as online versions. The newspapers can be read online the same day as the paper version is published.⁵³ The Namibian Press Agency (Nampa) and *New Era* are owned and operated by the government. The Minister of Information and Communication Technology selects the boards of both Nampa and *New Era*. The boards appoint the editors and the CEO of the two enterprises. Both are also state-funded by money from taxpayers.⁵⁴

The Namibian Broadcasting Corporation is government-owned and has ten radio stations in ten different languages. 96 percent of the Namibian population is reached by the NBC radio. But one cannot listen to the NBC radio's different language services throughout the whole country. Each station has its own area where it is broadcasted. Usually the covered area is where the language is most widely spoken.⁵⁵

Except for the NBC there are six community radio stations on air. Almost all of these are funded by advertisement and sponsorship.⁵⁶ There are also nine commercial radio stations. None of these are broadcasting throughout the country, only in larger urban areas.⁵⁷

Only 29 out of 1000 Namibians have access to Internet.⁵⁸ There are three TV stations: state-owned *NBC television*, the commercial *One Africa* and a faith channel called TBN. The latter is a community TV station and is licensed by Namibian Communications Commission, but is American-owned.⁵⁹

The NBC television news is loyal to the government⁶⁰ and focuses on its work and statements, which makes other political parties, organizations or individuals that do not support the government invisible.⁶¹ The NBC radio news has a different approach, although it is also state-owned, the main focus is on development issues. Commercial radio stations, first and foremost, play music⁶² and avoid covering local politics, for the reason that it can create controversy.⁶³

⁵² Ibid.

⁵³ Ibid., 32

⁵⁴ FES and MISA. *African Media Barometer; Namibia 2009*, 32

⁵⁵ Ibid., 27

⁵⁶ Ibid., 28

⁵⁷ Ibid.

⁵⁸ Central Intelligence Agency. *The World Factbook* (2009). Retrieved May 14, 2009 from <https://www.cia.gov/library/publications/the-world-factbook/geos/wa.html> May 14th 2009

⁵⁹ FES and MISA, *African Media Barometer; Namibia 2009*, 28-29

⁶⁰ Utrikesdepartementet. *Mänskliga rättigheter i Namibia 2007*, 9

⁶¹ FES and MISA. *African Media Barometer; Namibia 2009*, 8

⁶² Utrikesdepartementet. *Mänskliga rättigheter i Namibia 2007*, 9

⁶³ FES and MISA. *African Media Barometer; Namibia 2009*, 8

Both TV and radio in Namibia are regulated by the Namibian Communication Commission (NCC). The commission is chosen by the Minister of Information and Communication Technology, without any involvement of civil society.⁶⁴

2.3 The freedom of press in Namibia

“All persons shall have the right to freedom of speech and expression, which shall include freedom of press and other media”.

The quote above is taken from article 21 (1) (a) of the Namibian Constitution, under “Fundamental Freedoms”, and protects the freedom of expression in Namibia. There are, however, still some articles in this Constitution that may impose on the freedom of expression, such as if the expression is threatening national security or public order.⁶⁵

Over the years some trespassing has been done by the government towards the media. The late Hannes Smith, editor of Windhoek Observer, was arrested and jailed for three days in 1998. The reason for his imprisonment was that he refused to reveal his source. Journalists in Namibia can be forced to reveal their sources according to the Magistrate’s Court Act. Imprisonment for protecting one’s sources has, however, only occurred once. In 2006, President Pohamba agreed to create a law that would protect whistleblowers, but still, in May 2009, nothing has been done.⁶⁶

In 2001, the government and President Sam Nujoma forbid any governmental body from advertising in the *The Namibian* because they thought the newspaper was too critical towards the Government. The government did also not allow any obtaining of the newspaper with state-funds. The restriction is still in place.⁶⁷

Reporters Sans Frontiers (RSF) are critical to the current Namibian legislation which demands that foreign journalists working in Namibia must have a valid residence- and work permit. RSF argue that the legislation is imposing too many restrictions on foreign journalists. In November 2008 the South African journalist, Bonita Nuttall, was arrested because she did not have the required permit. Before this incident, Namibia was ranked as number one of all the African countries in RSF’s Worldwide Press Freedom Index (position 24 in the world). Due to the arrest of Bonita Nuttall Namibia dropped to fourth position among the African countries in the 2009 Index (position 36 in the world).⁶⁸

⁶⁴ Ibid., 42-43

⁶⁵ FES and MISA, *African Media Barometer; Namibia 2009*, 10

⁶⁶ Ibid., 18

⁶⁷ Ibid., 7

⁶⁸ Staff reporter, “Namibia dips in press rankings”, *The Namibian* (WHK), October 21st 2009, 1-2,

In February 2009, SWAPO's Elders Council claimed that the audience of the radio show *People's Parliament* (sent on the state-owned NBC National Radio) who called in and expressed their thoughts about the government and some SWAPO leaders, were too critical. The show should therefore be taken off air. In March the same year the Director General of the NBC decided to take the show off air. After protests from the audience the show is back on air, but in a more censored way.⁶⁹

3. HIV/AIDS

3.1 HIV/AIDS in a Namibian context

“HIV/AIDS should be declared a national disaster in the country”.⁷⁰

In Namibia the disease has increased from estimated 150 000 people, adults and children, in the year 2001 to approximately 200 000 people living with HIV in year 2007.⁷¹ In Namibia, women are more affected by HIV/AIDS than men. For 2007 the UNAIDS estimates that 110 000 infected are adult women (15 years of age and above). In 2001 the estimate was 85 000 adult women. This means that in six years 25 000 women have been infected.⁷² For children (age 0-14 years) the number has almost doubled from 7500 in 2001 to about 14 000 in 2007.⁷³ Most Namibians are sexually active before marriage. The median age for Namibian women first intercourse is 19.3 years and for men 18.2.⁷⁴ On 19 March 2007 Namibia adopted a national policy on HIV/AIDS.⁷⁵

The knowledge about the key methods of protection from HIV-infection is well spread. Men have more knowledge than women no matter if they live in the city or outside the city (see figure 1),⁷⁶ but the knowledge varies between the regions. About 90 percent of the women in Khomas-region knows that condoms can prevent HIV-infection compared to the 64 percent women in Omahake.⁷⁷

⁶⁹ FES and MISA, *African Media Barometer; Namibia 2009*, 12

⁷⁰ Quote from The National Unity of Democratic Organization of Namibia's party program for election 2009 from John Ekongo, "Education, land among NUDO's focus areas", *New Era* (WHK), September 16th 2009, 11

⁷¹ Joint United Nations Programme on HIV/AIDS, *Report on the global AIDS epidemic*. Geneva: UNAIDS, 214

⁷² *Ibid*, 215

⁷³ *Ibid*, 216

⁷⁴ MoHSS and Macro, *The 2006-07 Namibia Demographic and Health Survey (NDHS)*

⁷⁵ Chanda, M. & K. Mchombu and Catherine Nengomasha. (2008). *The Representation of HIV/AIDS in the Media and its Impact among Young People in Namibia: a study of Windhoek and Katima Mulilo*. Retrieved September 4th, 2009 from <http://idv.sagepub.com/cgi/content/abstract/24/3/188>

⁷⁶ MoHSS and Macro, *NDHS: fact sheet*,

⁷⁷ MoHSS and Macro, *NDHS: policy brief*

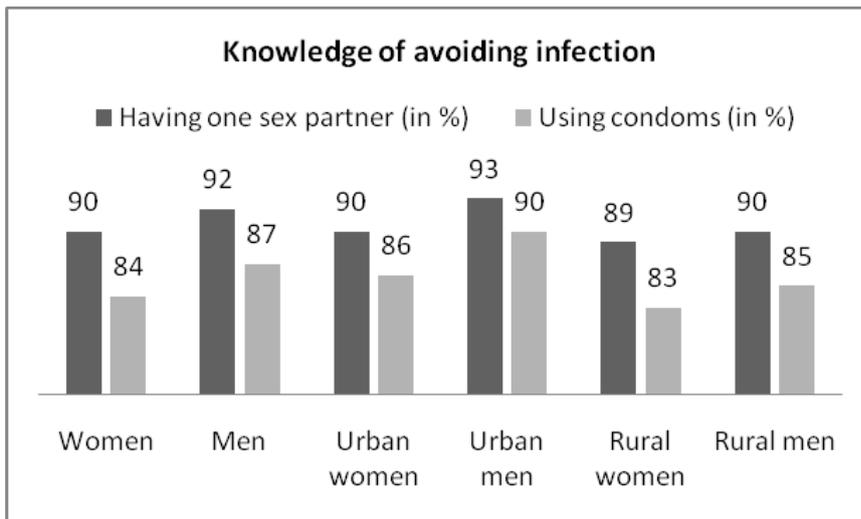


FIGURE 3.1 : Figure over how many men and women who has knowledge about the key prevention methods (having one sexual partner and the use of condom), and the difference between men’s and women’s knowledge depending on the habitual situation (rural or urban habitation).

Even though the knowledge about HIV-infection is well spread not everyone acts thereafter (see figure 2). Only half of the women who had higher-risk sexual partners consistently used condoms.⁷⁸

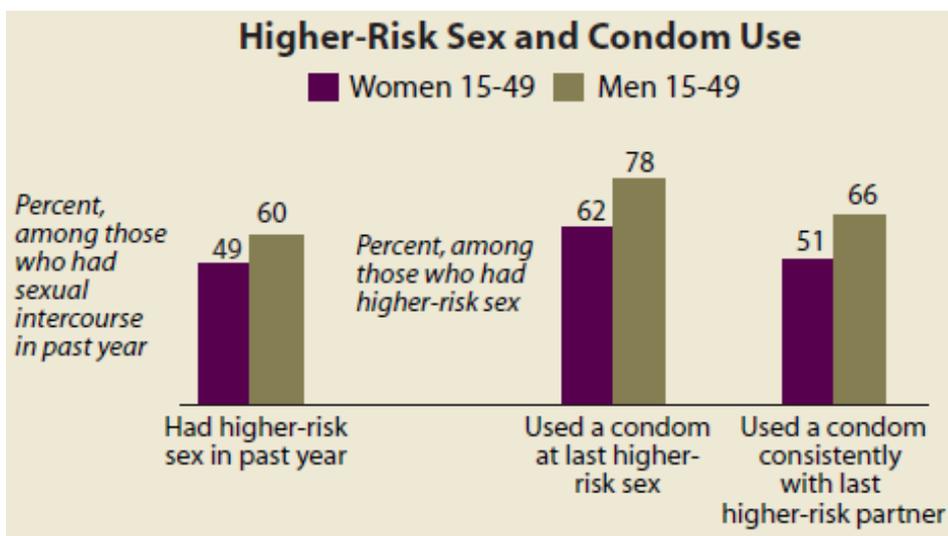


FIGURE 3.1 : This figure shows the individual behavior among women and men in the age group 15-49.

⁷⁸ Ibid.,

Poverty and gender inequality are two strongly connected causes for the continuous spread of HIV.⁷⁹ For every 10 men infected with HIV in Sub-Africa 13 women also contract the disease.⁸⁰ This situation, which also applies to just Namibia⁸¹, with higher risk for women is unique in the world.⁸² Patricia A Made and Colleen Lowe Morna, authors of *Diversity in Action: HIV and AIDS and Gender Policies in Newsrooms*, give the following explanations for this situation:⁸³

Women as power holders in society

Even though AIDS is recognized as an important issue in Namibia and that there is a strong connection between gender and HIV the representation of women in decision-making structures, at all levels, is poor. In Namibia, however, the situation is a lot better than in other South African Democratic countries (SADC). During the years 2004-2009 women made up 30.8 percent of parliament and in local government 43 percent (in Botswana, where the situation is worst in SADC, there are no female representation in local government and only 6.5 percent in parliament). No women were posing as a presidential candidate in the Namibian election of 2009. The leading parties Swapo and RDP had two women respectively among their top 10. Of their total 72 people member list for the election, Swapo had a total of 17 women and RDP 7.⁸⁴

Violence against women

Following a sexual assault (in which the risk of contracting HIV is especially high due to the often violent nature of the rape)⁸⁵ Post Exposure Prophylaxis (PEP) can be used as to reduce the risk of infection. Many women are, however, unaware of this possibility.⁸⁶ In 2005, 1.184 rapes were reported to the police. It is however estimated that only one out of 20 rapes are reported.⁸⁷

Marriage and motherhood

The possibility for women to negotiate safer sex with her partner is, especially in marriage, not great. For those seeking to become mothers the practice of safer sex is not even applicable. This becomes a problem since men are less willing to test for HIV than women.⁸⁸

Poverty

⁷⁹ P. A. Made and C. L. Morna. *Diversity in Action: HIV and AIDS and Gender Policies in Newsrooms. Media Action Plan Handbook*, 7

⁸⁰ *Ibid.*, 41

⁸¹ Utrikesdepartementet. (2007). *Mänskliga rättigheter i Namibia 2007*. Stockholm: Utrikesdepartementet, 15

⁸² P. A. Made and C. L. Morna. *Diversity in Action: HIV and AIDS and Gender Policies in Newsrooms. Media Action Plan Handbook*, 41

⁸³ *Ibid.*, 7

⁸⁴ Genderlinks, Gender and Media Southern Africa (GEMSA) and Department for International Development (DFID). (2009). *Gender, elections and media: fact sheet*. (Windhoek: Genderlinks, GEMSA & DFID)

⁸⁵ P. A. Made and C. L. Morna. *Diversity in Action: HIV and AIDS and Gender Policies in Newsrooms. Media Action Plan Handbook*, 7

⁸⁶ *Ibid.*, 45

⁸⁷ Utrikesdepartementet, *Mänskliga rättigheter i Namibia 2007*, 16

⁸⁸ P. A. Made and C. L. Morna. *Diversity in Action: HIV and AIDS and Gender Policies in Newsrooms. Media Action Plan Handbook*, 7

In poor families the knowledge about HIV is often lacking and for the females in the household safer sex is not always an issue that they have the time to worry about or the strength to negotiate with their spouse.⁸⁹

3.2 Media communication on HIV/AIDS

Diversity in Action: HIV and AIDS and Gender Policies in Newsrooms is a handbook from 2007 by Patricia A Made and Colleen Lowe Morna that promotes how HIV/AIDS and Gender should be dealt with in media houses. Led by the Southern African Editors Forum (SAEF), Gender Links (GL), Media Institute of Southern Africa (MISA) and The Gender and Media Southern Africa Network (GEMSA) it is a part of the Media Action Plan (MAP) on HIV/AIDS.⁹⁰ It contains advice on how the media should report on these issues as well as how to deal with those at the workplace since the journalists are personally affected by them as well.⁹¹ The focal point of the handbook is that “the media has a role not just to reflect society as it is, but as it should be; in other words an agenda-setting role”.⁹²

The handbook suggests that “the media can either be a catalyst for change or it can reinforce norms and values that perpetuate stigma and discrimination based on sex, sexual orientation, race, age, ethnicity, and so on. The media therefore has a dual role: to create workplaces free from stigma and discrimination; as well as help to set the agenda on key human rights issues in society more broadly”.⁹³

3.2.1 Reasons for implementing policy on HIV/AIDS

The policy on HIV/AIDS and Gender is recommended because it can give credibility to the news medium, both when it comes to the more media literate public as well as other parts of society like sales and market. Especially to governments and organizations that the media is out to scrutinize and eventually criticize, it is a good thing that the media sets an example by working within their own media house.

“Sensitivity to audiences and to work place problems is not only good for democracy; it is also good for business.”⁹⁴ The print media is said to be in an economically vulnerable state but women are being pointed out as a potential growth market and investments in the employees can be a way to avoid larger costs like sick-leave.⁹⁵

⁸⁹ P. A. Made and C. L. Morna. *Diversity in Action: HIV and AIDS and Gender Policies in Newsrooms. Media Action Plan Handbook*, 7

⁹⁰ P. A. Made and C. L. Morna. *Diversity in Action: HIV and AIDS and Gender Policies in Newsrooms. Media Action Plan Handbook*, 2

⁹¹ Ibid.

⁹² Ibid., 17

⁹³ Ibid., 9

⁹⁴ P. A. Made and C. L. Morna. *Diversity in Action: HIV and AIDS and Gender Policies in Newsrooms. Media Action Plan Handbook*,

17

⁹⁵ Ibid.

3.2.2 Ethical communication

The Guiding Principles for Ethical reporting on HIV and AIDS have been endorsed by both MISA and SAEF. The aim of the principles is to improve the reporting on the issue.⁹⁶

- Always be accurate and debunk misconceptions, this means facts must be checked up and sources must be trustworthy.
- Clarity to openly, but respectfully, discuss the subject in relation to sex, norms and traditional practices.
- Balance the reporting by not only writing negative stories as well as covering all aspects (medical, political, social and so on).
- Avoid reinforcing stereotypes that may lead to further stigmatization and discrimination. Special attention on the use of images and/or language is required.
- Children are especially vulnerable and they should only be identified if the “public interest is overwhelming”⁹⁷

4. Theory and earlier research

4.1 Framing

The idea of framing is that information is presented in a certain way. Denis McQuail says that “framing is a way of giving some overall interpretation to isolated items of fact. It is almost unavoidable for journalists to do this and in so doing to depart from pure ‘objectivity’ and to introduce some (unintended) bias”.⁹⁸ Sources are also a component that affects the presentation of the news. When a source supplies a journalist with information, the source might have a bias that can be mediated by the journalists in the reporting, intended or unintended.⁹⁹

4.2 Strategic communication

The strategic communication model as described by Silvio Waisboard suggests that to achieve specific goals in development projects communication should be used as a tool. Communication, such as the media, will function as an instrument to spread information and change behavior. Communication is seen as a component in creating transformations in health, education and other issues.¹⁰⁰

⁹⁶ Ibid., 114-115

⁹⁷ Ibid., 115

⁹⁸ Denis McQuail, *McQuail's Mass Communication Theory* (London: SAGE Publications Ltd, [2005] 2008), 379

⁹⁹ Ibid.

¹⁰⁰ Silvio Waisboard, “Five key ideas: coincidences and challenges in development communication”, in *Media & Global Change: Rethinking Communication for Development*, eds. O. Hemer & T. Tufte (Buenos Aires: CLASCO, 2005), 87

4.3 Model for communication on HIV/AIDS

How to communicate on the issue of HIV/AIDS has been subject to many international debates. The model for communication on HIV/AIDS has been developed during this decade after earlier attempts at creating a functional model had failed.¹⁰¹ This study will focus on two of the major approaches in this model that has relevance to the field of research: Behavior change communication and Communication for social change.

4.3.1 Behavior change communication

This has been the classical approach in the communication discourse on HIV/AIDS. The aim is to stop the spread of the epidemic by informing people about the disease in a way that make people change behavior on an individual level, for example promoting the use of condoms. The approach has been the reason behind many large information campaigns in media with “the hope of knowing more, people change behavior.” What has been discovered, though, is that people actually have a high factual knowledge but that it does not automatically affects their actions.¹⁰²

4.3.2 Communication for social change

Since the more traditional approach on HIV/AIDS communication has not given the results wanted a new approach has been recognized, *Communication for social change*. This type of communication focuses on the structural causes behind the spread of HIV/AIDS. Social and economic inequities are the underlying causes to the epidemic and therefore have to be made visible in communication on HIV/AIDS.¹⁰³

According to Thomas Tufte the problem with HIV/AIDS cannot only be solved by changing people’s individual behavior: “It is not just about changing individual behavior, to abstain from sex or using a condom. That’s just treating the symptoms and not the actual causes”. The causes for the disease, such as gender inequity and poverty, should therefore also be included within communication on HIV/AIDS.¹⁰⁴

4.4 Media’s function in society

According to Functionalist theory, by fulfilling certain tasks, the media works as a system which contributes to continuity and order in society. One of these tasks concerns information. The media should give its’ audience information about situations and events of both the own and

¹⁰¹ Thomas Tufte, “Communicating for what? How globalisation and HIV/AIDS push the ComDev agenda” in *Media & Global Change: Rethinking Communication for Development*, eds. O. Hemer & T. Tufte (Buenos Aires: CLASCO, 2005), 117

¹⁰² Ibid.

¹⁰³ Ibid.

¹⁰⁴ Ibid, 107

other societies around the world. To point out power relations and assist innovation, adaption and progress is also a part of the information task.¹⁰⁵

4.5 How the media effect the public

The main idea with the term agenda-settings is that the media sets the agenda when it comes to which issues are the most important ones of the day. Research has shown that main issues in the media also have become main issues for politicians and the public. Earlier research that has been done within this theory also shows that people tend to think about what they are being told, but they do not think exactly what they are being told.¹⁰⁶

4.6 HIV/AIDS communication in Southern Africa media

Led by Sarry Xoagus-Eises of the GEMSA Network and Emily Brown of the Polytechnic of Namibia *The Namibia HIV and AIDS and Gender Baseline Study* is a part of the SAEF's Media Action Plan on HIV, AIDS and Gender. This research was conducted during 15 days in October-November 2005. Totaling 118 media houses (print- and electronic media, television and radio) in 11 Southern African countries. In Namibia following media houses are included: The Namibian, New Era, Windhoek Observer, Republikein, Allgemeine Zeitung, Cosmos, Kudui Radio, Namibia Broadcasting Corporation Radio and NBC TV.¹⁰⁷

Summary of the key findings:

- Compared to other countries Namibian media is better at mainstreaming HIV/AIDS into coverage

In Namibian media HIV/AIDS is not only portrayed as an isolated health issue but the subject is also mentioned in stories that do not have HIV/AIDS as central focus. Of the items monitored 42 percent had HIV as central focus and 58 percent mentioned HIV/AIDS.

- People with HIV getting their own voice in Namibian media is rare

The major sources in Namibian media are UN officials, officials, civil society, NGOs, INGOs and experts. Total of PWHA sources is 1 percent.

4.7 The Representation of HIV/AIDS in the Media and its Impact...

This study, *The Representation of HIV/AIDS in the Media and its Impact among Young People in Namibia: a study of Windhoek and Katima Mulilo*, is made by Mwansa Chanda, Kingo Mchombu and

¹⁰⁵ Denis, *McQuail's Mass Communication Theory*, 96-97

¹⁰⁶ *Ibid.*, 512

¹⁰⁷ Media Action Plan, *Namibia, HIV and AIDS and Gender Baseline Study: Infosheet*, South Africa: Genderlinks and MMP, 2009

Catherine Nengomasha, at the Department of Information and Communication Studies, at the University of Namibia, in 2007.

The aim of the study was to examine what impact the pictures of HIV/AIDS in media and in social marketing initiatives have on young people in Windhoek and Katima Mulilo, Namibia. It does also investigate the audience interpretation of these HIV/AIDS messages and how these messages influence the audience's behavior.¹⁰⁸

The study contains three types of methods; a quantitative content analysis, focus group discussion and questionnaires. In the content analysis, two newspapers, *New Era* and *The Namibian*, were analyzed during the period of 1 March to 30 May in 2007. The study took place just after the adoption of the first national policy on HIV/AIDS, in Namibia.¹⁰⁹

In this three-month period 49 articles related to HIV/AIDS were found and coded. *New Era* had a few more articles than *The Namibian* – 28 articles compared to 21 articles.¹¹⁰

The focus group discussion showed that after reading an article about a young HIV-positive woman, the participants changed their minds about people living with HIV/AIDS. Before the reading of the article, people with HIV/AIDS were seen as responsible for the spread of the disease and they were also negatively looked on by some. After the article almost all the participants agreed that people who are HIV-positive is in need of care and support. This shows that in-depth coverage on HIV/AIDS can have an impact on the audience's attitude.¹¹¹

4.8 A glance at the press freedom in Namibia...

The state of the press freedom in Namibia was studied in this bachelor thesis, *"I don't think we understand that we are free" - A glance at the press freedom in Namibia through a comparison of a state-funded and a privately-owned newspaper*, by Sara Landqvist and Helenah Swedberg, Department of mediavetenskap and Journalism, University of Kalmar (2006). In this study the state-funded newspaper *New Era* and the independent newspaper *The Namibian* were compared, during a two week period from 30 October 2006 to 10 November 2006. To do this comparison, four methods were used: quantitative content analysis, qualitative text analysis, in-depth interviews and context analysis.¹¹²

¹⁰⁸ Chanda, M. & K. Mchombu and Catherine Nengomasha. (2008) *The Representation of HIV/AIDS in the Media and its Impact among Young People in Namibia: a study of Windhoek and Katima Mulilo*. Windhoek: Retrieved September 4th from <http://idv.sagepub.com/cgi/content/abstract/24/3/188>, 199-203

¹⁰⁹ *Ibid.*, s 192

¹¹⁰ *Ibid.*, s 194

¹¹¹ *Ibid.*, s 197-198, 200

¹¹² Landqvist, S. & Swedberg, H. (2006). *"I don't think we understand that we are free" - A glance at the press freedom in Namibia through a comparison of a state-funded and a privately-owned Newspaper*, 3. Retrieved from www.sida.se

The result of the content analysis shows that out of the issues presented in the papers during this period, HIV/AIDS had a low percentage of coverage, less than five percent. *New Era*, however, covered the issue a bit more than *The Namibian*.¹¹³

One of the questions to texts in the content analysis is “Are ordinary citizens, affected by the issue, given the opportunity to comment?” The answer is that neither one of the papers, in general, did not give people, affected by the theme, a voice in the text. *New Era* with 5 percent had a lower rate than *The Namibian*’s 6 percent.¹¹⁴

5. Methodology

5.1 Quantitative content analysis

The quantitative content analysis is a suitable method when the aim is to analyze a large amount of material.¹¹⁵ It is a method that exclusively analyzes the manifest messages in the text that is the messages that are obvious to the reader.¹¹⁶ The point with an analysis like this is to get a result that goes beyond the unique and identifies patterns in the material.¹¹⁷

This study has a descriptive focal point; it will both describe the texts and compare the content in the different newspapers.¹¹⁸ The variables used in this study have been divided in three levels of analysis: range, content and actors. For more information see Appendix: Code instruction.

The quantitative content analysis will show what themes are brought up in relation to the topic of HIV/AIDS in these newspapers and also give a picture of who the actors and sources are in the articles.

5.2 Interviews

The aim of the interview is to get insight in how the respondent thinks about and experience certain phenomena.¹¹⁹ Interviews, as a method, are being used to find out people’s daily experiences and how they understand the world around them.¹²⁰ This method also gives the researcher an opportunity to ask follow-up questions, which help the researchers to understand the issue.¹²¹

¹¹³ Ibid., 40

¹¹⁴ Ibid., 42

¹¹⁵ Mats Ekström and Larsåke Larsson, *Metoder i kommunikationsvetenskap* (Lund: Studentlitteratur, 2000), 111

¹¹⁶ Ibid., 114

¹¹⁷ Ibid., 111, 116

¹¹⁸ Ibid., 119

¹¹⁹ Ibid., 51

¹²⁰ Peter Esaiasson, Mikael Gilljam, Henrik Oscarsson and Lena Wängnerud, *Metodpraktikan – konsten att studera samhälle, individ och marknad* (Stockholm: Norstedts Juridik AB, 2004, 2nd ed.), 280, 281

¹²¹ Ibid., 279

In this study, both informant- and respondent interviews were used. The informant interview with Sarry Xoagus-Eises, Gender Links Namibia Field Officer was used to contrive background information¹²² on HIV/AIDS and the media landscape.

The editors were interviewed to see if their answers differ from the answers given by the reporters. Since none of the reporters, which work for the newspapers that are subject for this study, are specialists on HIV/AIDS, no consideration (other than that they personally report on the issue) in selecting them has been taken.

Due to the number of interviews made and the length of them a guide for the interviews was drafted. The interview questions were based on the answers needed to answering the research questions. See Appendix for Interview guide.

5.3 Discussion of methods

When using the quantitative content analysis as a method one must take in consideration that the big picture and context is lost.¹²³ Since only questions that can be translated into measurable answers can be asked to the material, other important questions will not be answered.¹²⁴ The quantitative content analysis can answer questions on frequency and amount but it can not be used a method to explain why a certain theme appear more often than another.

With the interviews the situation is exactly the opposite. The context must be included. The respondent's answers can vary depending on interviewer. Beside the situation, personal factors as interview skills, sex, age and ethnicity may affect the results. The interviewer might influence the respondent so that the respondent answers what he/she believes is expected of him/her.¹²⁵

When conducting research abroad language barriers and cultural differences can also inflict on the results. Misinterpretations of questions and unawareness of cultural codes may affect the answers in the interviews.

According to Åsa Nilsson, *Metoder i kommunikationsvetenskap*, all methods can be criticized and the best way to ensure that the results are valid are by combining several methods.¹²⁶ In this thesis the two methods complement each other. The interviews answer the causes behind the phenomena¹²⁷ and the quantitative content analysis provides statistical data to paint the picture of the phenomena.

¹²² Ibid., 286

¹²³ Mats Ekström and Larsåke Larsson, *Metoder i kommunikationsvetenskap* (Lund: Studentlitteratur, 2000), 113, 117

¹²⁴ Ibid., 116

¹²⁵ Peter Esaiasson, Mikael Gilljam, Henrik Oscarsson and Lena Wängnerud, *Metodpraktikan – konsten att studera samhälle, individ och marknad* (Stockholm: Norstedts Juridik AB, 2004, 2nd ed.), 293, 294, 262

¹²⁶ Ekström and Larsson, *Metoder i kommunikationsvetenskap*, 116

¹²⁷ Esaiasson, Gilljam, Oscarsson and Wängnerud, *Metodpraktikan – konsten att studera samhälle, individ och marknad*, 284

5.4 Validity and Reliability

To ensure the reliability of the results all texts from New Era and the Namibian from the month of September 2009 was coded by both of the coders separately. A guideline for the interview questions was drawn up so that the different interviews with the journalists would not differ more than necessary from each other. The first interview was also conducted with both of the interviewers present so that both of the interviewers got a model interview to follow for the coming ones.

Furthermore, the fact that this study was conducted by two researchers working together can be an insurance of reliability since two pair of minds must agree on everything, which enhances the chance of other researchers interpreting the same material in the same way. It also poses a disadvantage due to the fact that naturally not everything can be made in the exact same way since we are two different people.

The validity of the results is affected by following causes:

- Three issues of Informanté are missing in this research. Despite a lot of effort in getting hold of them, it failed.
- The election of 2009 in Namibia which was held on the 27 and 28 of November may have affected the content of the HIV/AIDS texts in the newspapers, maybe even resulting in fewer articles on HIV/AIDS, since a lot of focus was on the election.
- When comparing the results with the results from earlier research the authors of this thesis have not had access to the definitions of the concepts used in the other studies.
- The answers from the interviews might have been influenced due to language barriers, difference in interpretation of important concepts and that the interviewers may have expressed the questions in a poor manner.

6. Material

6.1 Selection

This study is based on analysis of the following newspapers: *The Namibian*, *New Era*, *Windhoek Observer* and *Informanté*. A selection that is representative for the printed press available in Namibia.

Radio actually reaches a larger audience in Namibia¹²⁸ but since this study is not an investigation on how the public receives the information the actual scale of the audience is

¹²⁸ Namibian Broadcasting Corporation (NBC), *About NBC*, Retrieved May 14th 2009, from <http://www.nbc.com.na/aboutus.php>

irrelevant. Since the newspapers chosen for this research are written in English they reach an even larger audience – the international.

The exclusion of newspapers in other languages is of practical nature. None of the researchers speak any of the other languages represented and due to the interpretative character of the content analysis dependence on an interpreter would have complicated the research process. If inclusion of the other newspapers was possible it might have affected the results in this thesis.

Website-versions of the newspapers, Radio and TV have been excluded since they differ in narrative style from the printed newspapers and whilst paper-versions are static the other mediums are constantly updated.

The issues of the newspapers in the study have been limited to two months: September and October of 2009. These two months have been chosen so that the results are as most up to date as possible.

Except for editorials, opinions in any form (letters to the editor, columns, reviews, *What's your saying*, *NBC feed-back* and debate-articles) have been excluded in this study since not all of the writers present in these sections are journalists or express the view of the paper. The interest section *Environmental* did not deal with the issue of HIV/AIDS during the period of study. Following sections: mOshiwambo, Damara>Nama, Ombuze, Oonkundana, Silozi and Rukwangli, are written in native languages.

6.2 Brief information on the newspapers

TABLE 6.1: Comparison of the newspapers

Which newspaper	Founding year ^a	Publication ^b	Copies ^c	Cost ^d	Subscribers ^e
<i>The Namibian</i>	1985	Mon-Fri	About 29 000 (Mon-Thu) 43 000 (Fri)	3N\$	Less than 5% of the readers
<i>New Era</i>	1991	Mon-Fri	17 900 (Mon-Thu) 21 300 (Fri)	3N\$	No data available
<i>Windhoek Observer</i>	1978	Saturday	7 000 copies per issue	5N\$	No subscribers
<i>Informanté</i>	2005	Thursday	70 000 copies per issue	Free	No subscribers

a Data retrieved from the interviews with the reporters and editors

b Data retrieved from Friedrich-Ebert-Stiftung (FES), Media Institute of Southern Africa (MISA). (2009). *African Media Barometer; Namibia 2009*.

Windhoek: Fesmedia Africa, 26

c Ibid.

d Own research

e Data retrieved from the interviews with the reporters and editors

7. Research process

7.1 Description of content analysis

Before the actual analysis began several pilot tests of the quantitative model was conducted. It was tested on texts from the month of November, a time period not included in the research. The texts were coded by us both together under discussion. This led to important adjustments on the code instruction that made the model complete.

To further test the correctness of the code book and code instruction, all the articles that directly dealt with HIV and/or AIDS, from *New Era* and *The Namibian*, during September 2009, was coded twice. They were analyzed separately but the results were compared. After the first issues were finished improvements on the definitions of actors and clearer division of the Type of content were done. The rest of the material was divided between the two of us.

All the material has been scanned in search for the keyword HIV and/or AIDS. Of all the texts containing the words HIV and/or AIDS only the articles that directly deal with HIV/AIDS have been chosen for further analysis. In the code book this translates to a 5 in the *Type of Content in text* under the analysis level range. If the text is coded as a 6 or 7 we have only noted the presence of text.

When studying the themes in the articles, each text has been scanned to distinguish if any of the 41 themes occur in the text. Every theme that has been identified in the text has been counted, which means that one text can contain several themes. More themes of content have been added during the first part of the analysis, when new themes have come up in the texts that have not appeared earlier. If there has been the slightest chance of uncertainty to whether the theme has appeared earlier, the specific theme has not been added.

To be able to analyze the material in order to classify the content as dealing with either Individual Behavior Change or Structural Causes, the researchers made their own classification of the themes since the concepts were only described very generally in the reference book. See Code instruction in Appendix for further information.

Unfortunately two issues of *Informanté* are missing in this analysis (the 10th and 17th of September), since it was not possible to get hold of them though much effort was invested.

7.2 Description of interviewees and interviews

Max Hamata: Editor and Co-founder of *Informanté*, previously worked at the *Namibian*. He has a Bachelor degree in Journalism from South Africa. His first Master: in Investigative Journalism in England and his second master: in Development Economy in Germany

Christoph Maletsky: Assistant News Editor at the Namibian but he keeps on writing “That is where my heart is”. He started working as a reporter more than two decades ago. He did not have any journalistic education then “My main training was in the newsroom” but has later on taken several courses.

Mbatjiua Ngavirue: News Editor at Windhoek Observer since March 2009. Started his career at an in-house publication in 1980. Has worked for several newspapers including New Era and Informanté. One of the Co-founders of the Namibian.

Anna Shilongo: Reporter at Windhoek Observer since August 2009. Started working for the NBC in 2003 and later New Era. After a sojourn in Mozambique she worked for the TV-station One Africa.

Wezi Tjaronda: Reporter at New Era since 2001. Before that she worked at a news agency in Malawi, where she originates from.

Viola Zimunya: News Editor at New Era since 2007, started as sub-editor in 2002. She is Zimbabwean and worked as sub-editor for the state newspaper New Herald there. Before coming to Namibia she lived in the USA)

All the six interviews were recorded except for the one with Christof Maletsky, assistant news editor at The Namibian, due to technical problems. The background interviews were not recorded. The first interview, with Max Hamata the editor of Informanté, was carried out by us both but the remaining ones were conducted separately. All the interviews took place in each media house, in an office, except for the first interview, with Max Hamata, which, on his initiative, was situated at a café.

8. Results and analysis

8.1 Amount and content of HIV/AIDS texts in Namibian press

In these sub-chapters the amount and types of content are described. Which themes and actors are present are also explained as well as in what way they appear.

8.1.1 Amount and type

The total amount of texts containing the word HIV and/or AIDS is 140 during the months September and October of 2009. Of these, only one of the words or both, were mentioned in a subordinate clause (Code 7) in 72 cases and as an indirect topic (Code 6) 38. 30 of the texts were directly about HIV/AIDS. That gives that from The Namibian 15 texts of 56 were analyzed more thoroughly, New Era 9 of 59, Windhoek Observer 2 of 15 and Informanté 4 of 10.

The statistics above show a trend which is supported by the findings from *The Namibia HIV and AIDS and Gender Baseline Study*. HIV/AIDS is a subject which is not only written about as an isolated health issue but is also mentioned in other texts. New Eras news editor Viola Zimunya thinks that this can contribute to reducing stigma. HIV/AIDS should be treated just as any other disease. Making HIV/AIDS an exclusive subject can cause a belief that PWHA should be treated differently.¹²⁹

October was the month with most coverage on articles that were directly about HIV/AIDS, 19 out of 30. The articles were mostly found under the section for national news in the newspapers. All of these were news articles, meaning that there was none editorial. Almost all the articles were written by a reporter, 20 out of 30. The rest were articles by news agencies except for one that was unspecified.

Even though HIV/AIDS is better mainstreamed now than before the total coverage on HIV/AIDS is low and has decreased according to most of the journalists. In the study *The Representation of HIV/AIDS in the Media and its Impact among Young People in Namibia...* the researchers found 49 HIV/AIDS-related articles within a three months period in the newspapers New Era & the Namibian. When comparing our result, the amount from four newspapers during two months, with what the researchers of the study mentioned above found, there seems to have been a slight decrease in the amount of HIV/AIDS texts. A decreasing trend that the journalists also feel is happening.

The reason the journalists gave are that the audience is tired of hearing about the subject. As Mbatjua Ngavirue, news editor at Windhoek Observer puts it.

“Unfortunately since the late 80s, the 90s and perhaps until the beginning of this decade, I mean, HIV and AIDS tends to have gone of the radar a bit. That, you know especially in the 90s it was so much done on it that my own feeling is that, you know, a bit of HIV and AIDS fatigue actually set in.”¹³⁰

(Mbatjua Ngavirue, Windhoek Observer)

8.1.2 Themes

Of all the 31 themes in this study, the most frequent ones in the texts were *PWHA* and *the Spread*. The least common ones, which only appeared once, were: *Sexual Abstinence*, *Monogamy*, *Traditional Medicine*, *Vaccine*, *Prostitution*, *Ethnicity*, *Infidelity*, *Unprotected Sex* and *Unemployment Effect*. Three themes: *Cure*, *Unemployment* and *Homosexuality* did not appear at all.

¹²⁹ Interview with Viola Zimunya, News Editor, New Era, 4 December 2009, WHK

¹³⁰ Interview with Mbatjua Ngavirue, News Editor, Windhoek Observer, 23 November 2009, WHK

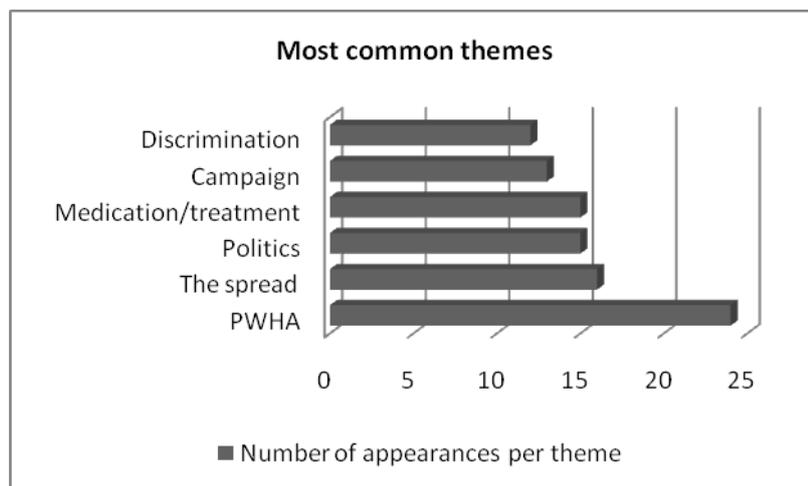


FIGURE 8.3 : A figure over the themes that appeared most often in the quantitative content analysis.

Christof Maletsky, assistant editor at the Namibian says that there has been a development in the reporting over the years. In 1995 he says “we had these big headlines that ‘HIV kills’ and wrote a lot of statistics” and later on in the interview he says that “in the beginning we wrote about people dying, now we write that people can at least live 10-20 years despite HIV”.¹³¹

According to Wezi Tjaronda, reporter at New Era, the themes in the HIV/AIDS articles depends on what is new at the moment. For instance now a new campaign has been launched on reducing the drivers for the HIV spread. “So I’m sure now we are going to see maybe more articles on the drivers of the epidemic.”¹³²

Both Individual Behavior Change and Structural Causes are part of the communication on HIV/AIDS in the Namibian newspapers. Only one unit differed between the variables structural causes and individual behavior change, so the percentage was the same for both of them: seven percent. According to Thomas Tufte a combination of these two should be used for an effective communication on HIV/AIDS.

The rest of the topics falls into the categories *Effects for PWHA* or *Other*. Most topics belonged to the category *Other* – 67.2 percent. About 18 percent of all the topics fit in the category *Effects for PWHA*.

8.1.3. Actors

In the 30 texts 242 actors appeared. Of these 90 were active and the remaining 152 were passive. *People with HIV/AIDS* appeared 24 times as actors in the texts. Only five of them were however active. Informanté was the only newspaper with more active *PWHA* than passive. Compared to the Namibian which had 15 texts analyzed only four texts were coded in Informanté. In New Era

¹³¹ Interview with Christof Maletsky, Assistant Editor, the Namibian, 4 December 2009, WHK

¹³² Interview with Wezi Tjaronda, reporter, New Era, 9 December 2009, WHK

and Windhoek Observer none of the *people with HIV/AIDS* were active (it is though important to point out that Windhoek Observer only had two texts that were included in the analysis). This result is the same in both the thesis “*I don’t think we understand that we are free*” and *The Namibia HIV and AIDS and Gender Baseline Study*. PWHA do not appear so often and when they do they do not get a voice in the journalistic texts.

Some journalists are aware of that fact and think that the articles should include more PWHA. The reason behind the low prevalence of active PWHA seems not to be that there are difficulties getting them to talk, but it is rather that some of the journalists just do not give PWHA a voice in the articles. Informantés Max Hamata says that due to education people’s perception on HIV/AIDS has changed. “I see the scenario now changing because people are no more shy... It used to be a sin being HIV-positive, you know, but now it is accepted, it’s like having headache now”.¹³³ Windhoek Observers Anna Shilongo says that it is easier to analyze a report and interview the organization that compiled it than to interview a person with HIV and AIDS since “you don’t have to feel the sensitivity of somebody breaking down into tears”.¹³⁴

The actor called *Government ministries & representatives (GOV)* appeared 42 times in all the 30 texts. In 17 cases the actors were active. The Namibian and New Era had the same amount of active actors in the variable *GOV*, but the Namibian had more passive actors than New Era in total. The total *GOV* occurrence in the Namibian is higher than in New Era. Windhoek Observer and Informanté had one respectively two actors from this variable and both of them were active.

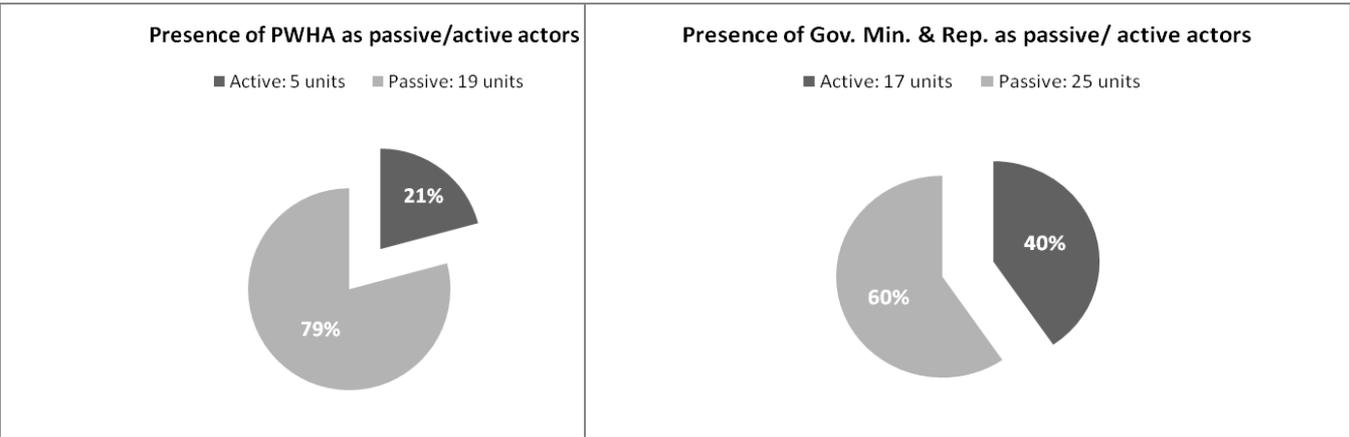


FIGURE 8.3 : Figures comparing the frequency of the actors *PWHA* and *Government representatives* which also gives an understanding (in percent) of how the actors are used in the texts. Of the 24 instances *PWHA* appeared in the texts they were only given a voice in the text one fifth of the times.

¹³³ Interview with Max Hamata, Editor, Informanté, 23 November 2009, WHK
¹³⁴ Interview with Anna Shilongo, Reporter, Windhoek Observer, 30 November 2009, WHK

The actor named *Civil society* appeared most often in the texts, 51 times. Out of these 27 were active. *The Namibia HIV and AIDS and Gender Baseline Study* also finds that civil society, NGOs, INGOs, experts, UN officials and officials are the major sources in the texts.

8.2 The journalistic role

8.2.1 The mission to inform and educate

Just as Mbatjiua Ngavirue says above most of the journalists think that their role in the reporting on HIV/AIDS is to inform and educate and Anna Shilongo says:

“We are given the responsibility of informing and educating. It is through our papers that our viewers and readers are learning about what’s happening [with HIV/AIDS, authors comment]. So I think it is our responsibility, we are entitled to keep the message across.”

(Anna Shilongo, Windhoek Observer)

Max Hamata explains what he thinks about the mission of the media:

“I think the media has a potential in improving the understanding on HIV and demystify HIV/AIDS in society ... There are traditional leaders that mislead people ... It was an incident ...this witch doctor ... he told someone that was HIV-positive that you can, you should sleep with your daughter, you’ll become healthy ... There are a lot of myths surrounding HIV/AIDS and how to get healthy ... Our role is really, is somehow difficult but we got to do it, we need to do the job.”¹³⁵

(Max Hamata, Informanté)

The statement above go in line with the functionalist theory since within the theory one important task that the media should fulfil is to provide its public with information on situations and progress in the society.

Christof Maletsky explains the Namibians stance of the content in the reporting like this: “In the beginning we wrote much in educational purpose trying to raise awareness. We have moved away from that now. We are currently more focused on writing stories on how to cope with

¹³⁵ Interview with Max Hamata, Editor, Informanté, 23 November 2009, WHK

HIV/AIDS”.¹³⁶ This kind of conscience framing, informing and educating people falls directly under the Strategic Communication Agenda - writing with a specific goal in mind.

Wezi Tjaronda feels that it is important to educate and create awareness that HIV/AIDS is a deadly disease and that everybody should be involved in decreasing the statistics of people with HIV/AIDS. She also says that when writing on HIV/AIDS she has the PWHA in her audience in mind and tries to “... write an article in a way that ... would, maybe proper somebody to change their behavior.”¹³⁷

Writing with a purpose to change individual behavior seems, according to the answers in the interviews, to be the framing that the journalists use and according to Tufte this has been the traditional aim in the HIV/AIDS communication. There is no mentioning of writing about the structural causes behind the epidemic in the interviews.

8.2.2 The media as an agent of power

All the journalists believe that the media is an agent of power. Christof Maletsky is convinced that the media has the power to create change in society. Christof Maletsky says that it is because of media’s influence that Namibia’s population now has 90 percent knowledge about HIV/AIDS and gives another example: “When we started to change our messages and to reach younger people, 14-30 years, the infection rates dropped.”¹³⁸ That the media is an influential power regarding people’s opinions finds support in the study *The Representation of HIV/AIDS in the Media and its Impact among Young People in Namibia: a study of Windhoek and Katima Mulilo* in which the people in the focus groups changed their minds towards people with HIV and AIDS after reading an in-depth article.

Mbatjiua Ngavirue is not as convinced as Christof Maletsky. Ngavirue thinks more according to the Agenda-setting theory: That the media does not tell people what to think, it tells people what to think about.

“The media’s power to influence is exaggerated but the power that it does have is to inform and there I think it has an important power. Which it [the media, authors comment] can use positively ... I mean one shouldn’t underestimate people’s intelligence ... And people are capable of making up their own minds. All you can do is arm them with necessary information.”¹³⁹

¹³⁶ Interview with Christof Maletsky, Assistant Editor, the Namibian, 4 December 2009, WHK

¹³⁷ Interview with Wezi Tjaronda, reporter, New Era, 9 December, 2009, WHK

¹³⁸ Interview with Christof Maletsky, Assistant Editor, the Namibian, 4 December 2009, WHK

¹³⁹ Interview with Mbatjiua Ngavirue, News Editor, Windhoek Observer, 23 November 2009, WHK

(Mbatjiua Ngavirue, Windhoek Observer)

Max Hamata argues in similarity with Mbatjiua Ngavirue but expresses it a bit more vaguely, using the word potential.

“It [the media, authors comment] has a potential of changing perceptions ... It changes perceptions of peoples understanding towards HIV/AIDS, that people should at least live with acceptance and, take, live healthy, once your are HIV-positive it’s not the end of the day ... You can still live longer.”¹⁴⁰

(Max Hamata, Informanté)

Both these two quotes say that media has a potential to influence its public indirectly.

8.2.3 Personal relations reflecting the reporting

Christof Maletsky's journalistic aim is: “I want to change society, to contribute to raising awareness. Honestly speaking, I write about things that are wrong. It is my duty”. On whether he has a personal connection to HIV/AIDS he says that: “Most of us do ... I have lost friends and relatives. I have lost people that have touched me because of their courage to speak out, talk about their life and struggles. That has an impact on my writing. I write with a lot of feeling and emotion. Some sort of compassion.” Even though Christof Maletsky admits that his personal involvement in this issue affects his writing he denies that this interferes with his role as an objective journalist saying that: “I work for an independent newspaper. I am trained in objective journalism. I do not allow my emotions to mix up with my professional duty.”¹⁴¹

When writing stories about HIV/AIDS Anna Shilongo tries to incorporate in her articles what the consequences of HIV and AIDS are. She also has an aim to bring about change with her reporting on HIV/AIDS. Although this can be seen as an interference with the objective role of a journalist, Anna Shilongo feels that she can still be objective and bring about change, since she tries to implement several angles in her texts. Wezi Tjaronda also writes with the purpose of initiating change: “You see someday people that were very vibrant, in a few years they are wasted, and that is something you surely want to change.” On whether this can interfere with her objective journalistic role her answer is similar to Anna Shilongo when saying that by letting several actors be a part of the story, the story is still objective.

¹⁴⁰ Interview with Max Hamata, Editor, Informanté, 23 November 2009, WHK

¹⁴¹ Interview with Christof Maletsky, Assistant Editor, the Namibian, 4 December 2009, WHK

Christof Maletsky makes a difference between organizations and is selective thereof. He says that the Catholic AIDS Action is an example of what he thinks is a trustworthy association that he uses to get in touch with people. “Catholic AIDS Action is there in the community they don’t pressure us but the one’s who are just touch and go, who are not really involved; they pressure us because they are more interested in getting much coverage so they can get more funds.”¹⁴²

Both Anna Shilongo and Wezi Tjaronda usually use NGO:s and the Ministry of Health and Social Services to get material on HIV/AIDS for their articles. Anna Shilongo also mentions the UN as a source to get statistics from.¹⁴³

The journalistic text is according to the theory of framing a product of both the journalists’ intended and unintended bias. All three of the interviewees declare that they think about how they portrait the issue, although they differ in the interpretation of the journalists objective role. Both Anna Shilongo and Wezi Tjaronda argue that the context, balancing the angles and sources, are enough to create a neutral result. Christof Maletsky talks about his personal commitment to this social issue actually affecting his writing. A conscience bias in other words.

Both Anna Shilongo and Wezi Tjaronda state that they mostly mix between civil- and official societal sources when asked upon. None of them mentions People with HIV and AIDS as usual source. In the framing-theory the reporter’s choice of sources are of great importance since the selected sources might have their own agenda with the supplying of information. Christof Maletsky argues according to that when he differs between organizations and makes a conscience choice of using one but not the other.

8.2.4 HIV/AIDS-policy in the newsrooms

New Era is the only newspaper which is on the verge of launching their own policy on HIV and AIDS (in accordance with MAP).¹⁴⁴ Viola Zimunya says that the policy is going to be implemented because “...the national policy says, as much as possible, workplaces should put up there own HIV policy...”. In New Eras policy one can find regulations, such as, how often an HIV/AIDS article should be published and that people with HIV/AIDS should be given a voice more often in the articles.

None of the other newspapers has one. Although the Namibian does not have a written policy Christof Maletsky says that there is an ongoing discussion in the newsroom on how to write about these issues. The experienced reporters transmit their knowledge to the not so experienced journalists. During the interview Christof Maletsky says the following quote which is just in line

¹⁴² Ibid.

¹⁴³ Interview with Anna Shilongo, reporter at Windhoek Observer, 30 November 2009, WHK. Interview with Wezi Tjaronda, reporter New Era, 9 December 2009, WHK

¹⁴⁴ Interview with Viola Zimunya, News Editor, New Era, 4 December 2009, WHK

with the language recommendations in MAP: “PWHAs say don’t write about it as a fight against HIV/AIDS. It is not a fight. It is not a big enemy who is up there.”¹⁴⁵

In the interviews with Windhoek Observers Mbatjiua Ngavirue and Anna Shilongo two different answers were given. Mbatjiua Ngavirue is not aware of any discussion, but Anna Shilongo says that there are expressed wishes from the newspaper:

“We do report on HIV/AIDS with an emphasis to actually decrease the rate of HIV/AIDS in the country, that’s the main target ... we want to inform people that AIDS is real ... once we have an opportunity to print or publish such a story we make sure that it is in-depth.”

(Anna Shilongo, Windhoek Observer)

Informanté has participated in courses to help journalists understand the coverage of HIV/AIDS, given by Southern African Development Community (SADC), among others.

These different ways of approaching the issues of HIV/AIDS in articles can be seen as part of a strategic communication agenda, since the approaches have been set up to achieve specific goals.

9. Conclusion and discussion

HIV/AIDS is a subject that the journalists regard as part of the public interest sphere. Texts containing HIV/AIDS are normality in the daily range of news. In most of them, however, HIV and AIDS is not the main topic.

Most of the journalists are convinced that the reporting on HIV/AIDS has decreased because of reader’s fatigue. According to one journalist there has been a shift from alarmist reports on HIV/AIDS to texts aimed at down-sizing stigmatization of people with HIV/AIDS in society.

PWHA was one of the most frequent themes that appeared in the articles about HIV/AIDS but people with HIV and AIDS do seldom appear as sources in the reporting and are even more rarely quoted.

As agents the reporters regard themselves as informers and educators who are trying to set the agenda on HIV/AIDS and create social change in Namibia. The reporting on HIV and AIDS in Namibia is coloured by the reporter behind the text. The reporters own opinions on the subject.

¹⁴⁵Interview with Christof Maletsky, Assistant Editor, the Namibian, 4 December 2009, WHK

In all of the newsrooms there is some sort of an ongoing discussion on how to communicate in this field of topic. Only one newspaper is in the process of creating a policy on how to report on HIV/AIDS.

9.1 How the issue of HIV and AIDS is addressed in Namibian press

How do the Namibian press report on HIV

As the result showed only 30 texts out of 140 were directly about HIV and/or AIDS. The typical way of portraying HIV and AIDS in Namibian press seems, therefore, to be as an issue connected with other issues, as a subordinate clause in an article. That HIV/AIDS is mainstreamed into coverage is interpreted as a positive thing in *The Namibia HIV and AIDS and Gender Baseline Study*. Viola Zimunya explains that when HIV/AIDS is not only written about as an isolated health issue, it can help reduce stigma against the subject and the people living with the disease.

Commenting on the journalists own perceptions on the amount of HIV/AIDS articles, the decrease of articles can not be established with certainty in this thesis. The earlier research *The Representation of HIV/AIDS in the Media and its Impact among Young People in Namibia* was conducted three months prior to the launch of a national policy on HIV and AIDS and therefore the amount of texts may have be more than normal since it was a fresh subject at that time. This thesis was carried out within the two months prior the Elections 2009 which means that other topics, other than HIV/AIDS, may have been prioritized. There was no definition on *HIV/AIDS-related articles* available in the study mentioned above. So when comparing the amount of articles between these two studies the result may differ due to different definitions.

The themes that appeared most frequently in the articles were *PWHA* and *the Spread* of the disease. Like most of the themes in this study, neither *PWHA* nor *the Spread*, falls under the categories *Individual Behavior Change* or *Structural Causes*. This might be a sign of the fact that HIV/AIDS is such a common part of society that no matter subject of story HIV and AIDS can often be linked to it. It is not just the themes in the categories *Individual Behavior Change* and *Structural Causes* that can be connected to HIV and AIDS.

The people that are actually afflicted by HIV and AIDS are seldom used as sources and actors in the texts. An interesting finding since the journalists claim that they want to reduce the discrimination against people with the disease and Max Hamata and others says that there is no problem in getting PWHA to talk. There seems to be a gap between what the journalist wants to do and actually does. Anna Shilongo says the reason is that it requires more from the reporter, both workload and personal effort due to the sensitivity of the matter. Letting people with

HIV/AIDS getting a voice of their own is important as the study *The Representation of HIV/AIDS in the Media and its Impact among Young People in Namibia* stresses. After reading an in-depth story of a person with HIV the people in the focus group actually changed perceptions about people with HIV/AIDS.

When it comes to framing an important aspect are sources. The reporter has a lot of power when it comes to choosing what information to rely on and base the text on; setting a frame, a context, for the events. The sources are powerful since they might have an aim with supplying the information to the journalist. Just as the results show, official departments and organizations often appear as sources and active actors in the texts, a fact that is furthermore supported by the reporters that say that they often use them. This is not surprising since the journalists also say that the media houses lack resources. A practical circumstance not uncommon in the world of journalism.

The people that are actually afflicted by HIV and AIDS are seldom used as sources and actors in the texts. An interesting discovery since the journalists claim that they want to reduce the discrimination against people with the disease and Max Hamata and others say that there is no problem in getting PWHA to talk. There seems to be a gap between what the journalist wants to do and actually does. Anna Shilongo says the reason is that it requires more from the reporter, both workload and personal effort due to the sensitivity of the matter. The question is, though, if it is not worth the effort? Just as the study *The Representation of HIV/AIDS in the Media and its Impact among Young People in Namibia* stresses, letting PWHA get a voice of their own is important in order to change the perceptions about them. We also believe that by seeing and listen to PWHA the readers gain a deeper understanding of HIV/AIDS and how the disease affect the lives of those who has it. Earlier research has shown that the knowledge about how to prevent the spread is there, but that it is not effective enough.

9.2 How the journalists regard their role in reporting on HIV/AIDS

All the journalists support the belief that the media is an agent of power. How and to what extent this is applicable differs between the respondents. That they believe that they are spokespersons for a powerful institution is very interesting when learning that the reporters have aims with their HIV and AIDS reporting. Just as the reporters say that they want to do, to change society, they seem to believe that they actually have the power to do so as well. Our interpretation of this is that in Namibia the media can be used as an important tool when it comes to bring about change in society.

The reporters feel that they are objective in their reporting but at the same time some of them claim that they have a mission to inform and educate. Some of them say they have an aim with their reporting, to enforce Individual Behavior Change by making people use condoms or reducing stigma towards people with HIV/AIDS. This fact, that they have an aim with the reporting and taking a stance on matter, they say, do not inflict with their objectivity. Christof Maletsky both admits that his writing on HIV/AIDS is affected by his personal commitment in the issue but at the same time he denies that this demises his objectivity. When opening up for intended bias in the reporting, as the reporters do when they allow for personal commitment and opinions to color their stories, we wonder if the possibility of letting unintended bias affect the reporting may be greater. At the same time there is critique against the concept of objectivity. As McQuail says about framing, there is no pure objectivity when journalists wants to give "...some overall interpretation to isolated items of fact"¹⁴⁶

Most of the journalists think that their role in reporting on HIV/AIDS is to inform and educate the audience. All the journalists support the belief that the media is an agent of power. How and to what extent this is applicable differs between the respondents. That they consider themselves to be spokespersons for a powerful institution is very interesting when learning that the reporters have aims with their HIV and AIDS reporting. The reporters say that they want to change society and they seem to believe that they have the power to do so as well.

The reporters feel that they are objective in their reporting but at the same time they say that they have an aim with their reporting. Some of them say the aim is to enforce Individual Behavior Change by making people use condoms or reducing stigma towards people with HIV/AIDS. This fact, that they have an aim with the reporting and taking a stance on matter, they say do not inflict with their objectivity. Christof Maletsky admits that his writing on HIV/AIDS is affected by his personal commitment to the issue but at the same time he denies that this demises his objectivity. We ponder on this because we think that when one is devoted to a cause, the commitment may blur ones perceptions which might lead to impartial reporting, conscious or unconscious. One might miss certain sources or be locked to some specific news angles. A bigger picture could be lost.

A fact that really confirms that HIV and AIDS is an important issue in Namibia is the existence of the media policy on HIV/AIDS and that the journalists say that even though they do not have a policy there are ongoing discussions on the matter in the newsrooms. Being a journalist in a country with a disease that affects almost a tenth of the population requires that

¹⁴⁶ Denis McQuail, *McQuail's Mass Communication Theory*, 379

the journalist has to reflect on how to portray the issue since the disease is a rather frequent topic in the news and that a large part of the readership is directly or indirectly affected by the disease.

10. Suggestions for further research

This study has stumbled upon a grey zone which need more research. The question of objectivity combined with public interest. Where should the line between being informers and educators be drawn? The reporters say they write stories on HIV/AIDS with intended bias. What about next time it seems okay to trespass the zero tolerance, since it is a good cause? Do the fact that the importance of dealing with HIV/AIDS in Namibia really justifies intended bias amongst the journalists? In the long term can this affect journalism negatively since the audience may lose trust in the objectivity of the newspapers? Or are the press just doing their job as it should be done, informing the public?

Another interesting question that popped up during this study but was too wide to be included in this research is: how do the actors outside the media sphere view media's role in the reporting on HIV/AIDS? How do they try/ and in fact use the media, as outlets to getting their messages through? And what media do these actors consider reliable and incorporate information from in their line of duty and in that case why?

The strive to incorporate policies on HIV and AIDS in the newsrooms costs a lot of money and effort. When time comes an evaluation of the project would be interesting to make. Having a general research questions, for instance: How well are policies implemented in the newsrooms? Which can be divided in sub-questions like: What kind of changes can be noticed in the articles since the implementation of the policies? What kind of changes has the public observed? How do the journalists experince the policies?

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Christoph Maletsky, Assistant Editor at the Namibian (December 4th 2009, Windhoek)

Mbatjiua Ngavirue News Editor at Windhoek Observer (November 23rd 2009, Windhoek)

Anna Shilongo, Reporter at Windhoek Observer (November 30th 2009, Windhoek)

Wezi Tjaronda, Reporter at New Era (December 9th 2009, Windhoek)

Viola Zimunya, News Editor at New Era (December 4th 2009, Windhoek)

Background interviews

Sarry Xoagus-Eises, Gender Links Namibia Field Officer (November 23rd 2009, Windhoek)

Articles

Andres Thomas, "No more land in Windhoek by 2016", Windhoek Observer, October 17th - October 23rd 2009, .2

Brigitte Weidlich, The Namibian, "Water management plan on cards", September 8th 2009, 17

Catherine Sasman, New Era, "Inequality report: A sorry tale of perpetual divide", September 11th 2009, 23-24

Dorinda Pieters Muarania, Windhoek Observer, "It takes a community to bring up a child", October 17th - October 23rd 2009, 12

John Ekongo quoting the 2009 election manifesto of NUDO, New Era, "Education, land among NUDO's focus areas", September 16th 2009, 11

Staff reporter, "Namibia dips in press rankings", The Namibian, October 21st 2009, 1-2

Appendix

Minor Field Study

Since the 1960s the Swedish International Development Cooperation Agency (SIDA) has given Swedish students the opportunity to conduct a minor field study (MFS) in a development country. By funding the student's basic expenses and providing necessary information on the special requirements for conducting research in a foreign development country the student gets an opportunity to acquire experiences and hopefully contribute with research valuable for the field of development studies in large.

The fieldwork is supposed to form the basis of a Bachelor- or Master thesis which the student is obligated to submit to SIDA. Each University that hand out the scholarship decides which research applications that shall be approved.

Information on the authors of this thesis

Natalie Caballero and Emilie Holmstrand are class colleagues in the program for Journalism and Multimedia studies at the University of Södertörn, Sweden. They were granted the MFS-scholarship during the summer of 2009 and the fieldwork in Namibia was conducted during 2 months in the autumn of the same year. This study was conducted during their fifth semester (of six) at the University of Södertörn.

Neither Natalie Caballero nor Emilie Holmstrand had any special knowledge on HIV/AIDS prior to this study. Both have, however, studied at University prior to attending their current educational program at the University of Södertörn. Emilie Holmstrand has a background in Cultural anthropology at the Uppsala University and during that time she also worked and studied at the *Center for Environment- and Development Studies* in Uppsala. Emilie Holmstrand has a profound interest in development issues and has also worked as reporter at a newspaper. Natalie Caballero has studied Spanish at the Mälardalen University, Italian at the Uppsala University and Media and Communication at the Örebro University.

Being journalists some countries are more suitable than others for a journalistic fieldwork and since none of the authors of this thesis had any experience of conducting fieldwork in a foreign country they decided to choose a rather "easy" country. Namibia came up as a possible country because Emilie Holmstrand has a friend who grew up there. At the time of application for the MFS Namibia was ranked as the number one of the African countries in Reporters Sans Frontiers Worldwide Press Freedom Index (2008).

As Emilie Holmstrand and Natalie Caballero searched for a possible subject they found the heart-breaking statistical data on HIV/AIDS in Namibia. At the same time the H1N1-virus was spreading over the world and a lot of media attention was paid to the pandemic in Sweden. The idea of studying the informative role of the press in a country where HIV/AIDS has a tremendous affect on the development process took form.

How does the fact that 200 000 Namibians have HIV/AIDS affect the media?

Code book: Identification- and Content variables

Identification variables

Type of content in text (COTXT)

- 5 Main issue is HIV/AIDS
- 6 HIV/AIDS is important in the article
- 7 HIV/AIDS is mentioned in a subordinate clause
- 9 Other

ID-number (IDNR)

XX-XX-XX-XX-X

Newspapers (MEDIUM)

- 01 The Namibian
- 02 New Era
- 03 Windhoek Observer
- 04 Informanté

Month (MON)

- 08 August
- 09 September
- 10 October

Day (DAY)

01-31

Page number (PNR)

01-30

(Number for articles on the same page)

- 1- First on the page
- 2- Second on the page

Content variables

Range

Type of article (TYPE)

- 30 Editorial
- 31 News article
- 9 Other

Place of article in the N.P. (PLACE)

- 33 National
- 34 Business & Economics
- 35 Opinion
- 36 International
- 37 Health
- 38 Entertainment
- 39 Sports
- 9 Other

Material source (MAT)

- 40 Reporter
- 41 Nampa
- 42 Other news agencies
- 43 Combination of Nampa and other news agency
- 44 Unspecified

Content

Themes of content (CON)

- | | |
|-------------------------|------------------------|
| 11 Campaign | |
| 12 Cure | 27 Death |
| 13 Condom | 28 Prostitution |
| 14 Sexual abstinence | 29 Protests |
| 15 Monogamy | 30 Projects |
| 16 Poverty | 31 PWHA |
| 17 Gender | 32 Polygamy |
| 18 Politics | 33 Money |
| 19 Traditional medicine | 34 Research |
| 20 Medication/treatment | 35 Family to PWHA |
| 21 Unemployment | 36 Ethnicity |
| 22 Homosexuality | 37 Infidelity |
| 23 Vaccine | 38 Unprotected sex |
| 24 Discrimination | 39 Sterilization |
| 25 Testing | 40 Poverty effect |
| 26 The spread | 41 Unemployment effect |

Actors

Specific actors (ACT)

- 111 Politicians
- 112 Government and its representatives
- 113 The police
- 114 Civil society
- 115 Family to PWHA
- 116 International associations
- 117 Experts biology
- 118 Experts society
- 119 Medical staff
- 120 PWHA
- 121 Religious groups
- 9 Other

Actor's role in the article (ROLE)

- 200 Active
- 300 Passive

Analysis variables

News angle (NA)

- 55 Individual Behaviour Change
- 56 Structural Causes
- 57 Effects for people with HIV/AIDS (PWHA)
- 9 Other

Code instruction

Explanation of the variables

The articles that are being coded includes: editorial- and news articles which contains the word HIV and/or AIDS in them. There will be no coding on letters to the editor, since the focus of this study is on the newspapers and the journalists and not on their audience.

Range

Type of article

- Editorial – texts in which the newspapers view is presented
- News article – all news related texts. No relevance has been taken to the length of the text. Feature is included.
- Other – for instance columns, letters to the editor, debate etcetera which means it will not be included in the study.

Place of article in the NP

- National – the article is placed under the sections *National, Special Focus, Feature, Elections 2009* (New Era), *Inside News, National news, Making a Difference, Special Focus, Agriculture, Discoveries, Namibia Voters 2009, Erongo, Face to face* (The Namibian), *National, Election focus 2009, Political* (Windhoek Observer), *News, North, Coastal* (Informanté).
- International – the article is placed under the sections *Africa, World, Feature* (New Era), *International, Agriculture, Discoveries, Face to face* (The Namibian), *World & Africa* (Windhoek Observer), *News, Africa* (Informanté).
- Business & Economics – the article is placed under the sections *Finance* (New Era), *The Bottom Line* (The Namibian), *Business & Finance, Prime poverty, Careers* (Windhoek Observer), *Business* (Informanté).
- Editorial – the article is placed under the sections *Opinion* (The Namibian), *Editorial, Opinion & Analysis* (Windhoek Observer), *Letters & Opinion* (Informanté), *Editorial* (New Era).
- Health – the article is placed under the sections *Health* (New Era), *Health matters* (The Namibian).
- Entertainment – the article is placed under the sections *Art Life, Big Bro' Rev* (New Era), *Youthpaper, Lifestyle, Entertainment* (Windhoek Observer), *Entertainment now, Music, Oddly Enough, The Namibian weekender, Celeb stalk, People* (The Namibian),
- Sports – the article is placed under the sections *Sports* (New Era), *Sport, Top revs* (The Namibian), *Motoring, Sport* (Windhoek Observer), *Speed* (Informanté).
- Other

Material Source (The writer of or the news agency behind the text)

- Reporter – a journalist's byline is printed (or the alias 'staff member')
- Nampa – Namibian Press Agency, a Namibian news agency
- Other news agencies - Associated Press (AP), Reuters, Inter Press Service (IPS) etcetera.
- Combination of Nampa and other news agency
- Unspecified – the source of the text is not specified or unknown.

Type of content in text (COTXT)

- Main issue is HIV/AIDS – without the issue there would not be an article. The connection is direct and not indirect.
- HIV/AIDS is important in the article – the main issue is not HIV/AIDS, but it is strongly connected to the main issue but is just one of several themes in the text. It can also be an indirect connection.
- HIV/AIDS is only mentioned in a subordinate clause – HIV/AIDS has no direct relevance to the issue.
- Other

Content

Only texts where the main issue is HIV/AIDS are relevant for the study. The text cannot indirectly deal with the issue; HIV/AIDS has to be the explicit topic of the text. The other texts where HIV/AIDS is an indirect topic or just mentioned, has been counted but not analyzed.

Themes of content

- Campaign – information about specific HIV/AIDS campaigns. Not the campaign against HIV/AIDS in general.
- Cure – research and/or hope for a cure is mentioned.
- Condom – described as a preventative method.
- Sexual abstinence – abstain from sexual activities as a preventative method.
- Monogamy – the issue monogamy and fidelity is described as a preventive method.
- Poverty – described as a cause for HIV/AIDS spread amongst people. When it is explicit in the text that the people that are written about cannot afford to buy vital groceries and/or when the word poverty or poor is written.
- Poverty effect – same definition as above but portrayed as an effect of infection.
- Gender – a certain sex is being pointed out in relation to HIV/AIDS.
- Politics – political opinions are expressed, an ongoing debate is mentioned or how the disease is dealt with politically. National policies on HIV/AIDS are also included.
- Traditional medicine – treatment derived from indigenous cultural traditions.
- Medication/treatment – the medicines and/or treatment available or required to care for a person infected with HIV/AIDS, such as support groups.
- Unemployment cause – people who lack job or the structure of labor in society. Unemployment described as a cause to HIV/AIDS
- Unemployment effect – lack of job as an effect of infection with HIV/AIDS.
- Homosexuality – the issue is addressed as a cause to HIV/AIDS.
- Vaccine – research about a vaccine for HIV/AIDS including testing of it.
- Discrimination – due to the status as HIV-positive. Stigma.
- Testing – testing for a positive or negative result for infection of HIV.
- The spread – the spread of the virus: the estimate of people infected and/or the increase or the decrease of the epidemic. Can also refer to which areas the virus is spread and how it is spread.
- Death – the issue of death is mentioned as an effect of the disease.
- Prostitution – the issue is addressed as a cause to or an effect of HIV/AIDS.
- Protest – protests against HIV/AIDS.
- Projects – projects in relation to HIV/AIDS-matters are mentioned.
- PWHA – a person infected with HIV/AIDS.
- Polygamy – the cultural habit or having multiple partners portrayed as a cause to HIV/AIDS.
- Money – funding, lack of economic resources for all kinds of projects on HIV/AIDS (not poverty which has its own category)
- Research – science about HIV/AIDS including research projects.
- Family to PWHA – family to a person infected with HIV/AIDS is mentioned.
- Ethnicity – people with a certain ethnic background are being pointed out in relation to HIV/AIDS.
- Infidelity – the subject of infidelity is described as a cause to HIV/AIDS.
- Unprotected sex – the subject is mentioned as a reason for HIV-infection.
- Sterilization – the use of sterilization in relation to HIV/AIDS. As a means to stop the spread of the epidemic for instance.

Actors

- If a person speaks for an organization and both the person and the organization appears in the text, they will be counted as one actor.
- If a person has more than one role in the text it will be counted as a representative for each and thus be counted as more than one actor. Doctors who are working for the Government are an exception since Doctor is only a title in these cases. They cannot represent Medical Staff because they are not working as Doctors.

- Countries are not regarded as an actor since they can only have a voice when a person represents the country; if that is the case that person is regarded as a spokesperson for the Government and coded as such.
- News agencies and other newspapers are sometimes quoted but they do not carry a message of themselves, they are only carriers of messages from other actors and thus they cannot be coded as actors but solely as sources.
- Persons who only appear as people are all clumped together as one actor in the category 'Other'. Only people with HIV/AIDS and/or family to people with HIV/AIDS they are separated from the group. If some people are active in the text and some are not, the group will be divided in two.

Specific actors

- Politicians – political party representatives.
- Government – the Government itself, its ministries or the officials (in the country the article is about).
- The police – employees of the police force.
- Civil society – Non Governmental Organizations, local – or national organizations/networks (that are not part of the Government).
- Family to PWHA – family to a person infected with HIV/AIDS.
- International associations – an organization that works internationally, for example: UNAIDS and USAID.
- Experts on biology – specialist on HIV/AIDS in a biological aspect.
- Experts on society – specialists on HIV/AIDS in a social context.
- Medical staff – people who are working with healthcare such as doctors and nurses.
- PWHA – a person who carries the disease.
- Religious groups – people or a group belonging to a certain religion.
- Other – an actor that does not fit in the above.

Actor's role in the article

- Active – the actor gets a voice in the text. No consideration has been taken to whether it is a direct or indirect quote. In uncertain cases, whether the actor has actually said it or formulated the message in writing it has been coded as active.
- Passive – the actor is visible in the text but does not get to say anything.

Analysis variables

News angle (NA)

- Individual behavior change – inform about preventive methods to stop HIV/AIDS spread, change of individual behavior: use of condom, sexual abstinence, monogamy, testing.
- Structural causes – examples that explores the relationship between social structures and HIV/AIDS: poverty, gender, ethnicity, polygamy, unemployment.
- Effects for people with HIV/AIDS – poverty effects, unemployment effects, discrimination/stigma, sterilization, death.
- Others – the other variables that does not fit in the categories above: campaign, cure, traditional medicine, politics, vaccine, medication/treatment, homosexuality, money, the spread, prostitution, protests, projects, PWHA, research, family to people with HIV/AIDS, infidelity, unprotected sex.

List of coded articles

The Namibian: 15 texts

9) "Marching for the right to choose"

ID: 01-10-21-03-1

Range: 31-33-40

Content: 29-39-17-24-31-18-11

Actors: 9-300/ 120-200/ 112-300/ 114-200/ 119-300/ 114-200/ 114-200/ 114-300/ 114-300/ 114-300/ 114-300

10) "Irrepressible!"

ID: 01-10-23-15-1

Range: 31-36-43

Content: 20-25

Actors: 9-300/9-300/9-300

11) "Calling on young activities"

ID: 01-10-30-06-1

Range: 31-33-40

Content: 11-17-18-20-24-25-31-39

Actors: 120-300/ 112-300/ 112-300/ 114-200/ 114-300/ 9-300/ 114-300/ 114-300/ 114-300/ 114-300/ 9-300/ 9-300/ 9-300/ 114-300/ 116-300/ 9-300/ 9-300/ 9-300/ 119-300

12) "Campaign against forced sterilization kicks off"

ID: 01-10-16-06-1

Range: 31-33-40

Content: 11-31-39-18-24

Actors: 114-200/ 114-200/ 114-200/ 114-300/ 114-200/ 114-300/ 114-300/ 120-200/ 112-300/ 119-300/ 9-300/ 112-300

13) "Sterilization case postponed"

ID: 01-10-21-03-2

Range: 31-33-40

Content: 24-18-31-34

Actors: 120-200/ 112-200/ 114-200/ 114-200/ 114-200

14) "UK singer: South African AIDS funding a disgrace"

ID: 01-09-21-12-1

Range: 31-36-43

Content: 11-18-20-26-27-31-33

Actors: 9-200/ 9-300/ 111-300/ 111-300/ 111-300/ 112-200/ 112-300/ 119-300/ 120-300

15) "Ethiopians offered free AIDS tests by short text message"

ID: 01-09-11-B9-1

Range: 31-37-43

Content: 11-25-26-31-33-35

Actors: 9-300/ 112-200/ 116-200/ 120-300/ 115-300

1) "Victory gardens a tool in war against AIDS"

ID: 01-09-18-11-1

Range: 31-33-40

Content: 16-17-18-20-26-27-30-31-32-33-35-36

Actors: 9-300/ 9-300/ 9-300/ 112-300/ 112-300/ 112-300/ 112-200/ 114-200/ 114-300/ 120-300/ 115-300

2) "Acting on AIDS"

ID: 01-09-15-02-1

Range: 31-33-44

Content: 29

Actors: 112-300/114-300

3) "Vaccine helps prevent HIV infection"

ID: 01-09-25-14-1

Range: 31-36-43

Content: 23-26-27-34

Actors: 9-300/ 9-300/ 9-300/ 9-300/ 112-300/ 112-200/ 112-200/ 116-200/ 116-200/ 116-200/ 117-200/ 120-300

4) "Hitler: the face of AIDS"

ID: 01-09-08-10-1

Range: 31-36-43

Contents: 11-24-27-31-38

Actors: 9-200/ 9-300/ 111-300/ 111-300/ 111-300/ 114-200/ 120-300

5) "Giant Strides in fight against AIDS"

ID: 01-10-02-05-1

Range: 31-33-40

Contents: 18-20-25-26-27-31-33-35

Actors: 116-300/ 112-300/ 116-200/ 120-300/ 9-300/ 116-200/ 116-200/ 116-200

6) "Dying with dignity at Sacred Heart Hospice"

ID: 01-10-06-09-1

Range: 31-33-40

Contents: 16-20-26-27-31-33-35

Actors: 9-300/ 115-300/ 119-200/ 112-300/ 120-300/ 121-300

7) "AIDS Day Rocks Gobabis"

ID: 01-10-13-06-1

Range: 31-33-40

Contents: 25-30

Actors: 9-300/ 112-300/ 114-300/ 9-300/ 9-300/ 114-300

8) "Church starts micro-garden project"

ID: 01-10-13-25-1

Range: 31-33-40

Content: 31-30-35-20-33-16

Actors: 120-300/ 114-200/ 112-300/ 9-300/ 115-300/ 114-200/ 114-300/ 112-300

New Era: 9 texts**23) "Truck driver's new sexy toolkit"**

ID: 02-09-18-05-1

Range: 31-33-40

Content: 11-13-20-26-33-31

Actors: 9-300/ 9-300/ 9-300/ 114-200/
112-200/ 120-300/ 112-300**24) "New VCT centre opens in Khorixas"**

ID: 02-09-22-15-1

Range: 31-37-41

Content: 17-20-24-25-26-30-31

Actors: 9-300/ 9-300/ 112-300/ 112-300/
114-300/ 115-300/ 120-300/ 121-200/ 121-300**25) "FDA Approves Abbott HIV Screening Test"**

ID: 02-09-21-16-1

Range: 31-37-43

Content: 34

Actors: 9-200/ 112-200/ 117-300

26) "Churches urged to renew strategies on HIV/AIDS"

ID: 02-10-23-02-1

Range: 31-33-40

Contents: 11-14-15-18-20-24-25-26-27-30-31-32-
35Actors: 121-300/ 112-200/ 112-300/ 121-200/
121-200/ 115-300/ 120-300**27) "HIV/AIDS bites into pensions"**

ID: 02-10-27-01-1

Range: 31-33-40

Content: 11-20-25-26-27-31-33-35

Actors: 9-300/ 9-300/ 9-300/ 9-300/ 9-300/
9-200/ 9-200/ 112-300/ 115-300/ 120-300**28) "A global picture on HIV/AIDS"**

ID: 02-10-07-04-1

Range: 31-33-40

Content: 20-25-26-17-33-31-27-11-18

Actors: 116-200/ 116-200/ 116-200/ 120-300/
9-300/ 112-200/ 9-300/ 9-300/ 9-300/ 115-300**29) "First Lady welcomes Congo-Brazzaville counterpart"**

ID: 02-10-14-03-1

Range: 31-33-30

Content: 18

Actors: 112-200/ 112-300/ 114-300/ 112-300/
114-300**30) "Sterilisation case goes to High Court"**

ID: 02-10-16-03-1

Range: 31-33-40

Content: 11-18-24-29-31-39

Actors: 9-300/ 9-300/ 9-200/ 112-300/
114-200/ 114-200/ 114-200/ 116-300/
119-300/ 120-300**16) "Women march against forced sterilization"**

ID: 02-10-22-04-1

Range: 31-33-40

Content: 11-18-24-29-31-39

Actors: 9-300/ 9-200/ 9-300/ 9-200/ 112-200/
114-200/ 114-200/ 120-300**Windhoek Observer: 2 texts****17) "Breastfeeding dilemma for HIV positive mothers"**

ID: 03-08-29-02-1

Range: 31-33-40

Content: 16-17-18-19-20-26-30-31-33-34-35-37

Actors: 9-300/ 112-200/ 112-200/ 114-300/
114-200/ 114-200/ 115-300/ 116-200/
116-200/ 119-300/ 120-300**18) "HIV spreading faster than treatment in Africa"**

ID: 03-10-03-18-1

Range: 31-36-42

Content: 26-20-31-18-16

Actors: 9-300/ 9-300/ 112-300/ 116-300/
116-200/ 116-200/ 120-300**Informanté: 4 texts****(Issues 10/9-16/9, 17/9-23/9 are missing)****19) "Man demands public apology over HIV/AIDS insult"**

ID: 04-10-15-02-1

Range: 31-33-40

Content: 31-24-25

Actors: 9-200/ 9-200/ 9-200 / 9-200/ 113-300

20) "Police force HIV tests for sex workers"

ID: 04-10-15-19-1

Range: 31-36-42

Content: 25-26-18-28-17-27-31

Actors: 113-200/ 9-300/ 120-200/ 114-200/
9-200/ 119-200/ 114-200/ 9-200/ 114-200/
112-200/ 9-300/ 112-200**21) "The struggle for survival on ARVs"**

ID: 04-09-24-19-1

Range: 31-35-40

Contents: 11-17-20-24-26-30-31-34-35-40-41

Actors: 112-200/ 116-200/ 120-200/ 114-300/
115-300/ 9-200/ 114-300/ 119-300/ 114-200**22) "Retirement fund sector hit hard by AIDS"**

ID: 04-10-22-05-1

Range: 31-33-40

Contents: 24-26-31-33-34-40

Actors: 9-200/ 120-300/ 9-200/ 116-200/ 9-300

List of un-coded articles

The Namibian

1/9: “Black Apartheid hitman gets parole”, p.12	(7)
“Base debate”, p.3	(7)
“Namibian girls get to know their rights”, p.18	(7)
2/9: “Swine flu, heart a disease may be deadly mix”, p. 13	(7)
3/9: ”Gay, lesbian rights march at Keetmans”, p.5	(7)
“Chasing the dots...Conference calls p.18	(7)
4/9: “Police accused of abusing sex workers, arbitrary detentions”, p.	(7)
11/9: “Local people take over PIN project”, p.5	(6)
“The Presidents speak his mind”, p.6	(7)
“Children’s sexuality”, p.13	(6)
14/9: “Needy children get glasses”, p.2	(7)
“Swapo manifest launch at Keetmans”, p.3	(7)
“Elton John says he wants to adopt Ukrainian baby”, p.8	(7)
“Calm returns to Uganda’s capital after 14 killed”, p.10	(7)
“Happy toddler”, p.15	(7)
17/9: “It’s ready, steady, go! for MCA funds”, p.17	(7)
18/9: “YDF to launch programme”, p. 40	(7)
Annons: “Be there, to care”, p.26	
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“YDF makes its presence felt”, p.5	(7)
28/9: “Poverty gap widens in SA: report”, p. 12	(6)
“Namibia under Swapo government”, p. Election watch nr 5	(6)
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Interview guide: Reporter

1. What is your journalistic background? Education? Role models? What is your aim with your journalism? (social change or give an objective picture of the society) Have you worked on other newspapers before? Generalist/ specialist?
2. In general, how much time do you have for writing an article?
3. What do you think about the amount of coverage on HIV/AIDS in Namibian media? What do you think of the reporting of HIV/AIDS in your newspaper? Why?
4. Has the reporting increased or decreased? Why?
5. How is the topic of HIV/AIDS valued in contrast to other subjects? How important is this problem?
6. When reporting about HIV/AIDS how do you deal with the fact that a fifth of the total audience reach are directly affected by HIV/AIDS and at least another fifth are indirectly affected?
7. Are there any constraints or wishes from the newspapers side when it comes to reporting on HIV/AIDS? (from the Government?)
8. Are there any special requirements needed from the reporter when covering topics related to HIV/AIDS?
9. Have you gotten any information about how to cover stories on HIV/AIDS?
10. Have there been any discussions within the newspaper on how to cover HIV/AIDS-stories?
11. Are you aware of any factual mistakes on HIV/AIDS being printed in any of the newspapers?
12. How do you differ in reporting on HIV/AIDS in contrast to other subjects?
13. How much influence do you think the newspapers have on its public?
14. Do you personally have a close connection to the disease?
15. Is HIV/AIDS an issue that you are committed to? Why?
If yes, how do you think that affects your reporting on the issue?
16. Are there any certain aspects of HIV/AIDS you think is important to include when writing about HIV/AIDS? [Answer can be referred to Tufte's categories]
17. Do you try to incorporate them in your texts when you find it possible to do so? How?
18. Where do you get your material on HIV/AIDS? Which sources are being used?
19. Do you scrutinize the governments work with HIV/AIDS? For example the Ministry of health and social services? Why/ why not?
19. Does PWHA want to talk about their situation? (they are almost never active in the articles...)
20. What do you think about the media as an agent of power?
21. What do you think about the journalist's objective role?
22. Is it possible to still be an objective journalist and at the same time try to create change in important societal issues like the problem of HIV/AIDS?

Interview guide: Editor

1. The owner of the newspaper?
2. Who started it? When?
3. Economy? How is the newspaper financed? Subscriptions?
4. Copies a month/week/day?
5. Political view of the newspaper?
6. The compound of the editorial room?
7. How do you regard the other newspapers in contrast to your own? (The Namibian, Informanté, New Era, Windhoek Observer)
8. How is your newspaper affected by the fact that Namibia's press freedom is decreasing?
9. What becomes news in your newspaper?
10. What do you think about the amount of coverage on HIV/AIDS in Namibian media? What do you think of the reporting of HIV/AIDS in your newspaper? Why?
11. Has the reporting increased or decreased? Why?
12. How is the topic of HIV/AIDS valued in contrast to other subjects? How important is this problem?
13. Does your newspaper have a specific policy when it comes to the issue of HIV/AIDS? Are there any constraints or wishes from the newspapers side when it comes to reporting on HIV/AIDS? (From the Government?)
14. Is there something in regards to the issue of HIV/AIDS that you have to write about? Why?
15. Is there something you can not write about? Why?
16. Are there any special requirements needed from the reporter when covering topics related to HIV/AIDS?
17. Have there been any discussions within the newspaper on how to cover HIV/AIDS-stories?
18. Is there something in the reporting that you are missing? Why?
19. Are you aware of any factual mistakes on HIV/AIDS being printed in any of the newspapers?
20. Do you scrutinize the governments work with HIV/AIDS? For example the Ministry of health and social services? Why / why not?
21. How is reporting on HIV/AIDS affected by lobbyists e.g. Catholic AIDS Action?
22. Have your newspaper participated in a media campaign on HIV/AIDS? Why/ why not? Which one?
23. What do you think of your role when it comes to the reporting of HIV/AIDS?
24. What do you think about the media as an agent of power?
25. What do you think about the journalist's objective role?
26. Is it possible to still be an objective journalist and at the same time try to create change in important societal issues like the problem of HIV/AIDS?

The disease

Acquired Immunodeficiency Syndrome (AIDS) is a disease caused by the virus Human Immunodeficiency Virus (HIV).¹⁴⁷ It was discovered year 1981 and by today the virus is estimated to have caused 25 million deaths worldwide. It is estimated that in 2007 about 2.7 million people were newly infected with HIV (1.9 million of these lives in Sub-Saharan Africa)¹⁴⁸ and 2 million died due to AIDS. About 67 percent of all people with HIV live in the region of Sub-Saharan Africa.¹⁴⁹

The first stage of disease is infection with virus HIV. The second stage is full-blown disease. AIDS is developed when the immune system has broken down and the AIDS-defining illnesses: “severe diarrhea, severe weight loss, severe pneumonia, brain infections, confusion and memory loss, severe skin rashes, pain and difficulty in swallowing”¹⁵⁰ has broken out. HIV can be transmitted via unprotected sexual intercourse, sharing of drug-injected equipment (such as needles), blood transfusion and breastfeeding, in which cases the bodily fluids, breast milk, blood and semen are exchanged from an infected to an uninfected person. Not all bodily fluids transmit HIV. Sweat, tears and saliva do not.¹⁵¹

AIDS itself is not the cause of a person’s death; it is the following infections, for instance Pneumonia, which follows an HIV-infection which in its turn has broken down the person’s immune system that do.¹⁵² There is no cure for HIV/AIDS; only treatment. With Antiretroviral drugs (ARV) a person can prolong his/her lifetime with 20 years.¹⁵³ In Namibia, however, the cheapest treatment, the well-functioning triple-drug anti-retroviral therapy, costs over 1000 Namibian dollar per month.¹⁵⁴

¹⁴⁷ Patricia A Made and Colleen Lowe Morna. *Diversity in Action: HIV and AIDS and Gender Policies in Newsrooms. Media Action Plan Handbook*. 2ed. 2007 (South Africa: Genderlinks and MMP).

¹⁴⁸ Joint United Nations Programme on HIV/AIDS, *Report on the global AIDS epidemic*, 39

¹⁴⁹ *Ibid.*, 30-31

¹⁵⁰ P. A. Made and C. L. Morna. *Diversity in Action: HIV and AIDS and Gender Policies in Newsrooms. Media Action Plan Handbook*.

¹⁵¹ *Ibid.*, 112

¹⁵² AIDS Law Unit, Legal Assistance Centre (LAC). (2002) *Access to Affordable Treatment for HIV/AIDS: The Issues*, Windhoek: LAC, 2. Retrieved October 15th, 2009 from <http://www.lac.org.na/projects/grap/grapother.html>

¹⁵³ *Ibid.*

¹⁵⁴ *Ibid.*, 7

More information on Namibia

Urbanization

The annual urbanization rate in Windhoek is 5.4 percent and since the city only has about 15 000 hectares of land, of which 2/3s were already built on 2003, the remaining 5000 hectares are expected to be exhausted by the year 2016.¹⁵⁵

Religion

Around 70 percent of the population is Christian and about 25 percent are Roman Catholic.¹⁵⁶

Politics

The Namibian Constitution, adopted on February 9 1990, is based on the separation of powers. The executive powers are vested in the President (head of state and commander-in-chief of the army) and the Cabinet. Together with the legislature, its powers resides with parliament (which consists of two chambers: the National Assembly and the National Council), and the judiciary (Supreme Court, the High Court and the Lower Courts), the executive, makes up the three branches of the government.¹⁵⁷ Namibia's oldest political party- South West Africa National Union (SWANU) was established the 27th of September 1959. The historical event took place at a public meeting in Old Location (nowadays named Hochland Park).¹⁵⁸ Swapo was established in April 1960¹⁵⁹ and had a communistic political view. Although Swapo was not formally known as a communistic party, they cooperated with Communists.¹⁶⁰ Swapo has been the ruling political party in Namibia since Independence¹⁶¹ but the party never tried to implement a Marxist state.¹⁶² Today the party claims that it is a party of the people.¹⁶³ After the 2009 election Swapo holds 54 seats, 75.27 percent, of the 72 seats in the National Assembly.¹⁶⁴ Hifikepunye Pohamba continues as the President of Namibia for five more years¹⁶⁵

¹⁵⁵ Andres Thomas, "No more land in Windhoek by 2016", *Windhoek Observer* (WHK), 17 October- October 23 2009, .2

¹⁵⁶ Ministry of Health and Social Services. (2008). *NDHS*, Windhoek: MoHSS, 25

¹⁵⁷ Graham Hopwood, *Guide to Namibian Politics* (Windhoek: Namibia Institute for Democracy, 2008, 4th ed.), 16

¹⁵⁸ Brigitte Weidlich, "Water management plan on cards", *the Namibian* (WHK), September 2009, 17

¹⁵⁹ Weidlich, "Water management plan on cards", 17

¹⁶⁰ Peter Duignan, Lewis H. Gann, *Communism in sub-Saharan Africa: a reappraisal* (Stanford: Hoover press, 1994, 8th ed.), 33. Retrieved 15 December 2009

¹⁶¹ Utrikesdepartementet. (2007). *Mänskliga rättigheter i Namibia 2007*. Stockholm: Utrikesdepartementet, 1

¹⁶² Peter Duignan, Lewis H. Gann, *Communism in sub-Saharan Africa: a reappraisal* (Stanford: Hoover press, 1994, 8th ed.), 33. Retrieved 15 December 2009

¹⁶³ Ibid.

¹⁶⁴ Institute for public policy research in Windhoek, Namibia (2009). *Final Results for National Assembly*. Retrieved December 15th 2009, from <http://www.electionwatch.org.na/node/353>

¹⁶⁵ Ibid., *Final Results for Presidential Election*. Retrieved December 15th 2009, from <http://www.electionwatch.org.na/node/352>

More information on the newspapers

The Namibian

The Namibian was founded in 1985 by Gwen Lister and some like minded co-workers from the newspaper Windhoek Observer. Lister had been fired from the Windhoek Observer, since she kept criticizing the apartheid regime. The criticism caused a conflict between the newspaper and the regime.¹⁶⁶

The newspaper is owned by a trust, which basically consists of the staff. The paper is financed by funding from, among others, the Nordic countries.¹⁶⁷ The newspaper is written in English, but has some pages in Oshivambo.¹⁶⁸

The focus is on health, environment and politics with a special focus on corruption. The paper is seen as the eyes and ears of the community by its staff and the motto is: Tell it like it is!¹⁶⁹

New Era

New Era is a state-funded paper in English which was founded in 1991 by the current Information Minister at the time Hidipo Hamutenya. The present editor Rajah Munamava has been the only editor since the beginning of New Era.¹⁷⁰

The paper started as a weekly newspaper and then became a bi-weekly. It became daily in 2004.¹⁷¹ New Era has some pages in the indigenous languages; Damara>Nama, Ombuze, Oonkundana, Silozi and Rukwangli.¹⁷²

Even though New Era is a state-funded newspaper it has reported about the opposition parties and presented some critic towards the government.¹⁷³ But, at the same time, the paper has an editorial policy that says that the paper should not publish anything that may embarrass the government.¹⁷⁴

Windhoek Observer

The Windhoek Observer was founded in 1978 by Hannes Smith. In the beginning of 2009 Hannes Smith passed away and Paragon Investments became the new owner. The leaders of Paragon Investment Lazarus Jacobs and Desmond Amunyela are pro-SWAPO which has lead to a shift in the political view of Windhoek Observer. From a right-wing paper to a pro-SWAPO paper.¹⁷⁵ The news editor Mbatjiua Ngavirue does not completely agree with that description because she says that the paper do criticize the party.¹⁷⁶

Even though Windhoek Observer has been around since 1978, shifting owners has made the paper relatively new. The first owner wrote most of the stories himself and the target audience were white upper

¹⁶⁶ Maria Mboono Nghidinwa, *Women Journalists in Namibia's Liberation Struggle 1985-1990*, 27

¹⁶⁷ Interview with Christof Maletsky , Assistant News Editor, the Namibian, 4 December 2009, WHK

¹⁶⁸ Friedrich-Ebert-Stiftung (FES), Media Institute of Southern Africa (MISA). (2009). *African Media Barometer; Namibia 2009*. Windhoek: Fesmedia Africa, 26

¹⁶⁹ Interview with Christof Maletsky , Assistant News Editor, the Namibian, 4 December 2009, WHK

¹⁷⁰ Interview with Viola Zimunya, News Editor, New Era, 4 December 2009, WHK

¹⁷¹ Ibid.

¹⁷² FES and MISA. (2009). *African Media Barometer; Namibia 2009*, 26

¹⁷³ Ibid., 33

¹⁷⁴ Interview with Viola Zimunya, News Editor, New Era, 4 December 2009 , WHK

¹⁷⁵ Ibid., 29

¹⁷⁶ Interview with Mbatjiua Ngavirue, News Editor, 23 October 2009, WHK

class. With the new owners the paper has become more “black-orientated” and more staff has been employed.¹⁷⁷

The newspaper is mainly financed by advertising, and most of their readers are politicians and high-ranked people.¹⁷⁸ The aim of the newspaper is to focus on anything that is important to the future and the wellbeing of the nation, mainly on politics. The motto of the newspaper is: ‘To set the nation’s agenda.’¹⁷⁹

Informanté

Informanté was founded in 2005 by Max Hamata and Quinton Van Rooyen, the MD of Trustco group. The newspaper is owned by the Trusco Group, and Max Hamata is the editor.¹⁸⁰ Informanté is mainly financed by advertising and there is no main audience, the editor wants yhe paper to be read by everyone¹⁸¹

The paper is focusing on investigative journalism on issues that concerns corruption, abuse of public offices, abuse of power, social injustices and moral issues. The aim is to represent the voiceless, the unemployed, children, people that cannot express them-selves.¹⁸²

Because of the nature of the stories, Informanté is classified as a tabloid. Many stories often cover politician’s private lives, such as their sex-scandals and abuse of their family. The editor claims that sex sells and also justifies it by saying that it is important to report these stories too. “It is the right of the voter to know that the person that they are going to vote for is an abuser”.¹⁸³

¹⁷⁷ FES and MISA. *African Media Barometer; Namibia 2009.*, 63 and interview with Mbatjiua Ngavirue, 23 October 2009

¹⁷⁸ Interview with Anna Shilongo, journalist, Windhoek Observer, 30 November 2009, WHK

¹⁷⁹ Interview with Mbatjiua Ngavirue, News Editor, Windhoek Observer, 23 October 2009, WHK

¹⁸⁰ Interview with Max Hamata, Editor, Informanté, 23 October 2009, WHK

¹⁸¹ Interview with Max Hamata, Editor, Informanté, 23 November 2009, WHK

¹⁸² Ibid.

¹⁸³ Ibid.