

30 YEARS OF DEMOCRACY UNVEILED



**AN ANALYSIS OF MEDIA'S COVERAGE OF
THE 2024 SOUTH AFRICAN ELECTIONS**

BRIEF

4

Written By:

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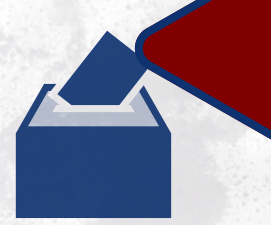
Designed by:

Nomshado Nkosinkulu

ELECTIONS



1. INTRODUCTION

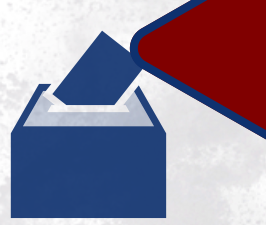


Media Monitoring Africa (MMA) is conducting monitoring of media coverage of the 2024 South African National and Provincial Elections (NPE) to identify the prioritized issues, dominant political parties, and any potential biases in the coverage. The monitoring includes the public broadcaster, South African Broadcasting Corporation (SABC), community media, and other news media. The data collected will be analysed in separate detailed reports for SABC, community media, and other news media. MMA will also release bi-weekly briefs to highlight any gaps in the coverage to encourage improvement.

This fourth brief focuses on the key trends observed in media coverage of the National and Provincial Elections from April 12th to April 25th, 2024. A total of 551 articles were collected during this two-week period, averaging 39 stories per day. This was a lower count compared to the previous monitoring period, which had 642 articles.



2. FINDINGS



ARTICLE COUNT OVER TIME

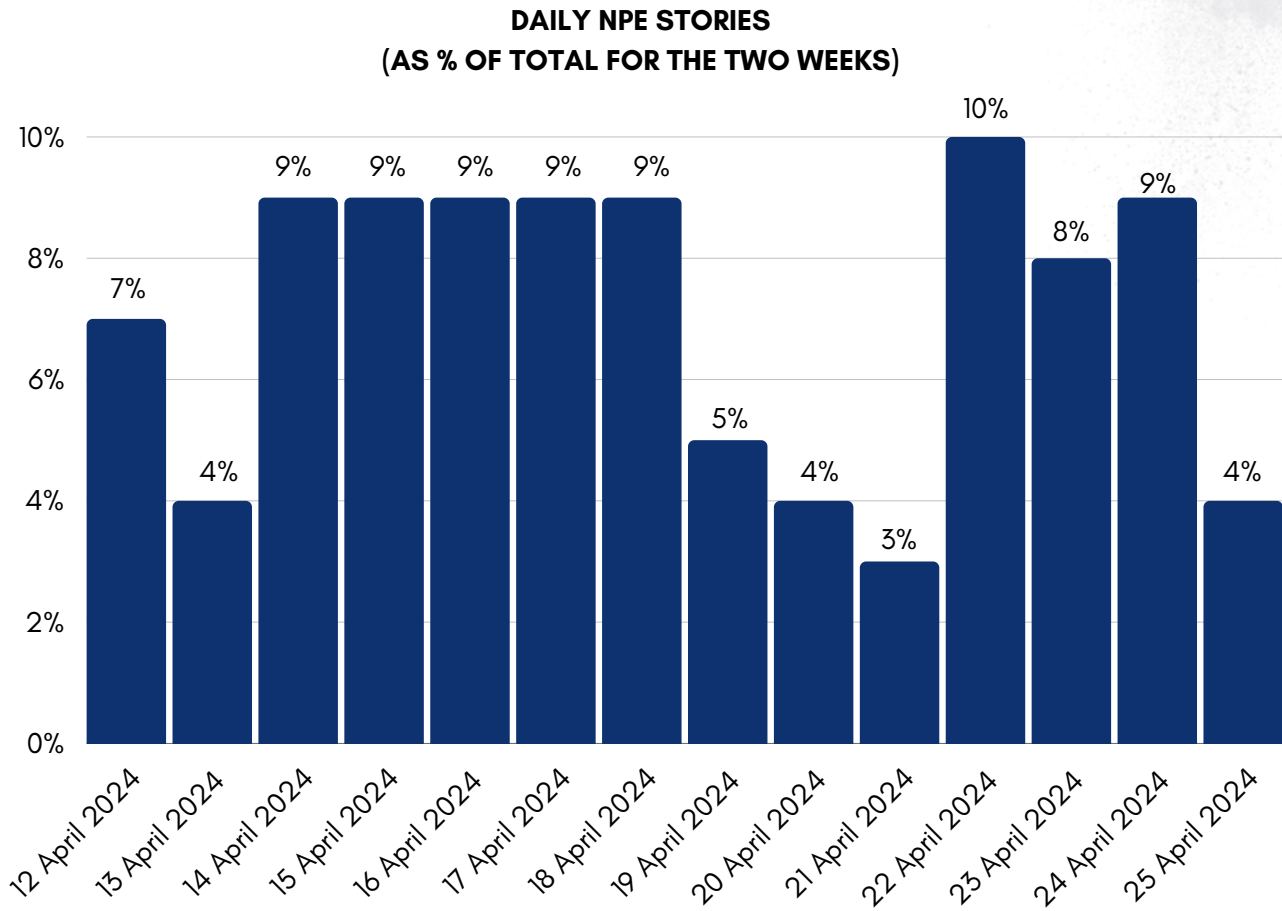


Figure 1: Daily percentage of stories on NPE

Media coverage of the National and Provincial Elections over the two-week period varied between 3% and 10% daily. April 22nd received the highest coverage at 10%.



TOP 5 TOPICS

TOP 5 TOPICS (WHICH IS 68% OF ALL CODED TOPICS)

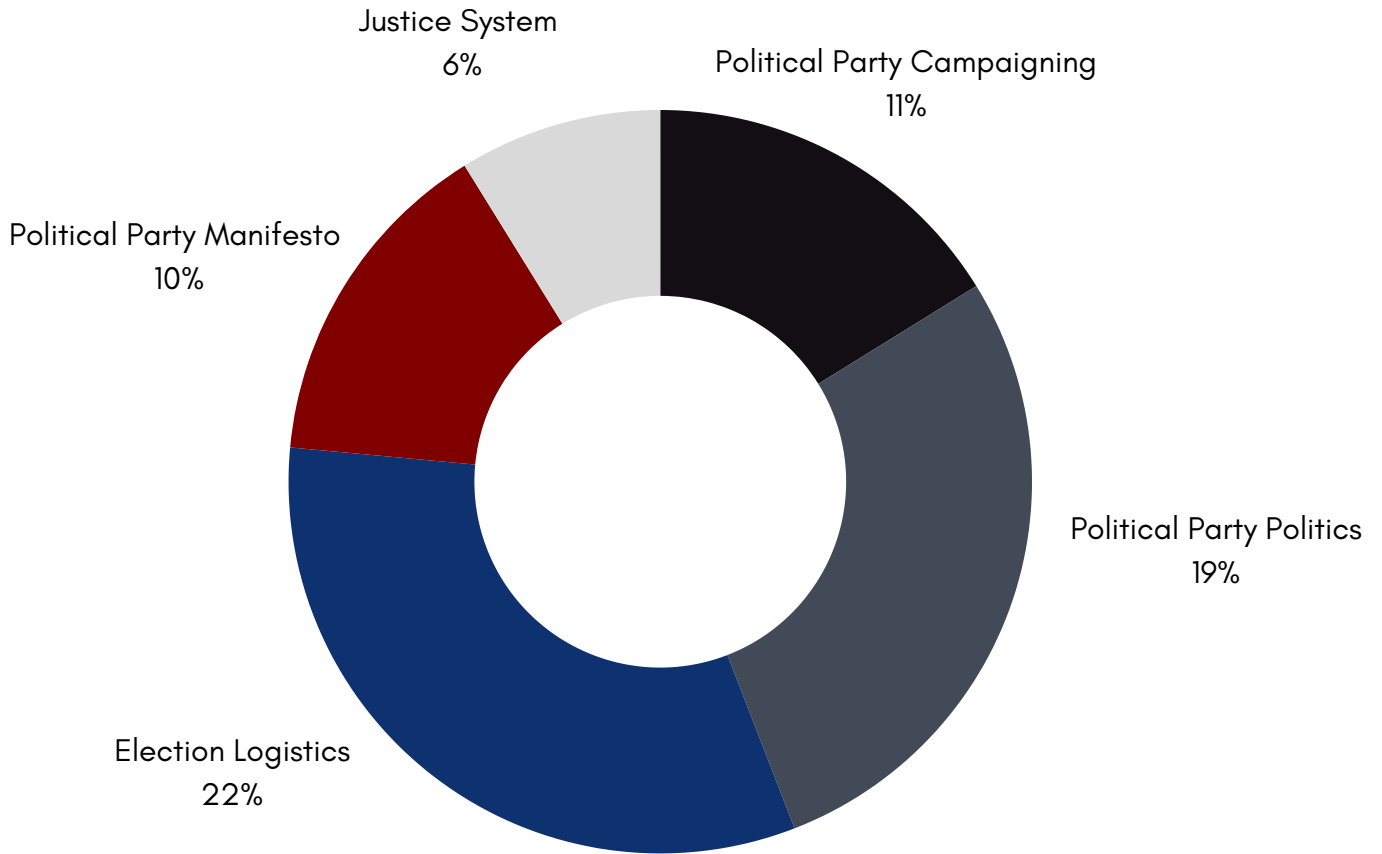


Figure 2: Top 5 topics in coverage

The top 5 topics covered, including election logistics, political party politics, campaigning, party manifestos, and the justice system, accounted for 68% of all election-focused topics during this period.



TOP 10 PARTY & ELECTIONS RELATED GROUP COVERAGE

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POLITICAL PARTY/GROUP COVERAGE (WHICH IS 65% OF ALL CODED POLITICAL PARTIES/GROUPS)

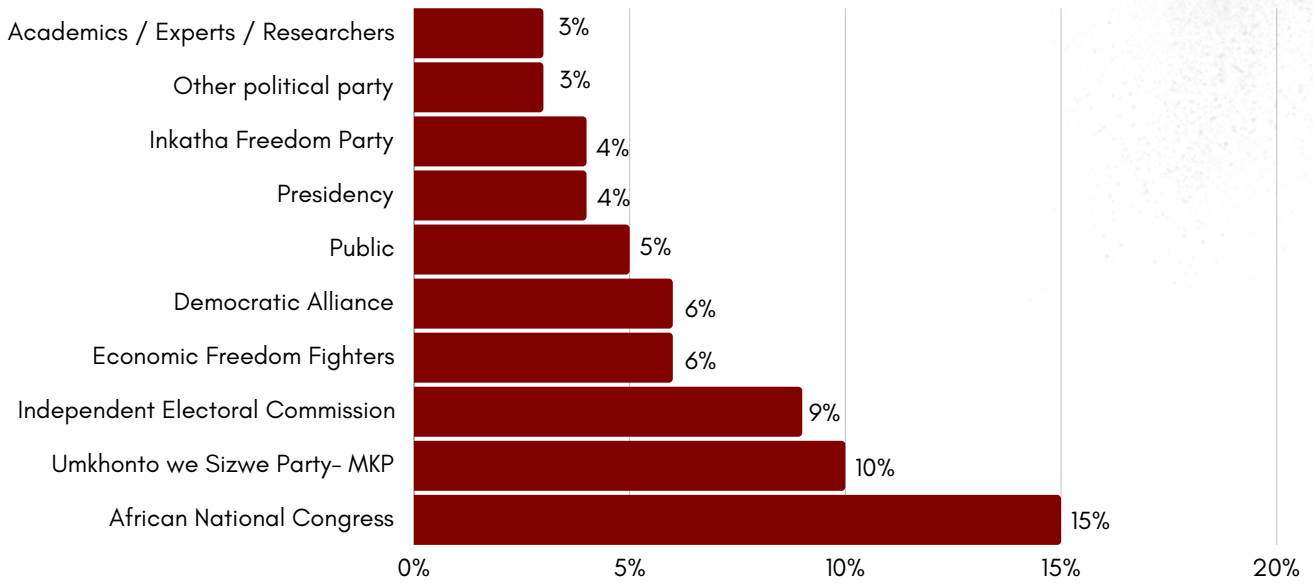
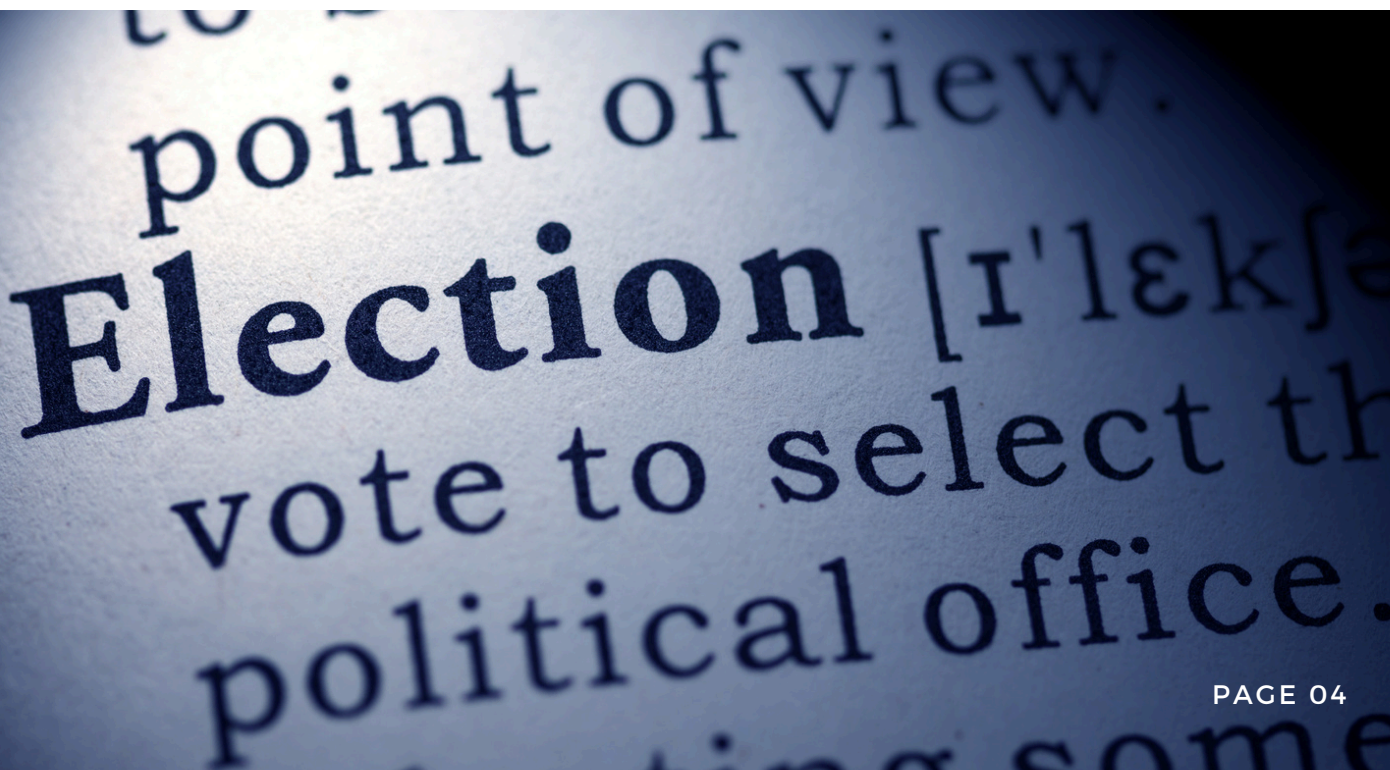
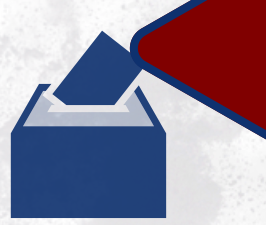


Figure 3: Top 10 political party/group coverage

The African National Congress (ANC) received the highest coverage at 15%, followed by Umkhonto we Sizwe Party (MKP) at 10%. The Independent Electoral Commission (IEC), Economic Freedom Fighters (EFF), and Democratic Alliance (DA) also received significant coverage at 9%, 6%, and 6%, respectively.



GENDER REPRESENTATION OF SOURCES



Gender representation of sources

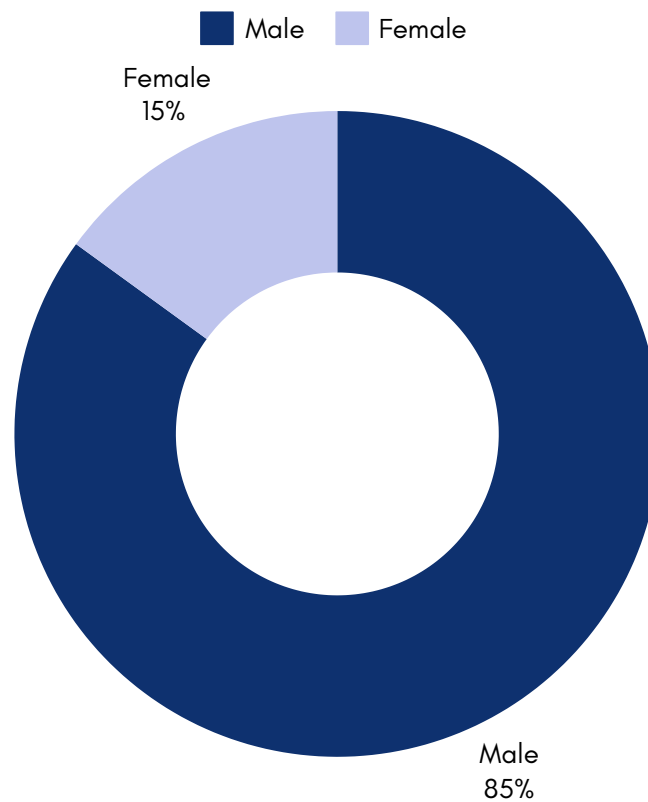


Figure 4: Gender representation of sources in coverage of NPE


Male sources dominated the media coverage of the National and Provincial Elections, accounting for 85% of the sources, while female sources accounted for 15%.


CONCLUSION

This brief provides valuable insights into the media's coverage of the National and Provincial Elections over a two-week period. The fluctuating percentage of NPE coverage reflects the dynamic nature of media attention during this time. The dominance of specific topics such as election logistics, political party politics, and campaigning underscores their significance in shaping public discourse. Furthermore, the varied coverage of political parties and groups highlights the diverse interests within the media sphere. However, the notable gender disparity in source representation suggests a need for greater inclusivity and diversity in media coverage.

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