

30 YEARS OF DEMOCRACY UNVEILED



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

BRIEF

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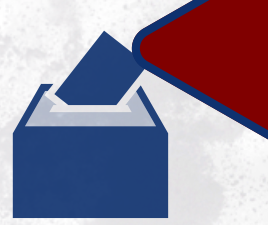
Designed by:

Nomshado Nkosinkulu

ELECTIONS



1. INTRODUCTION

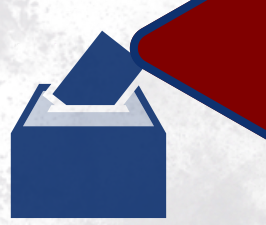


Media Monitoring Africa (MMA) is conducting monitoring of media coverage of the 2024 South African National and Provincial Elections (NPE) to identify the prioritised issues, dominant political parties, and any potential biases in the coverage. The monitoring includes the public broadcaster, South African 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 10th to 23rd May, 2024. A total of 1,081 articles were collected during this two-week period, averaging 77 stories per day. This is the highest count compared to the previous monitoring periods including the previous period which recorded a total of 698 articles.



2. FINDINGS



ARTICLE COUNT OVER TIME

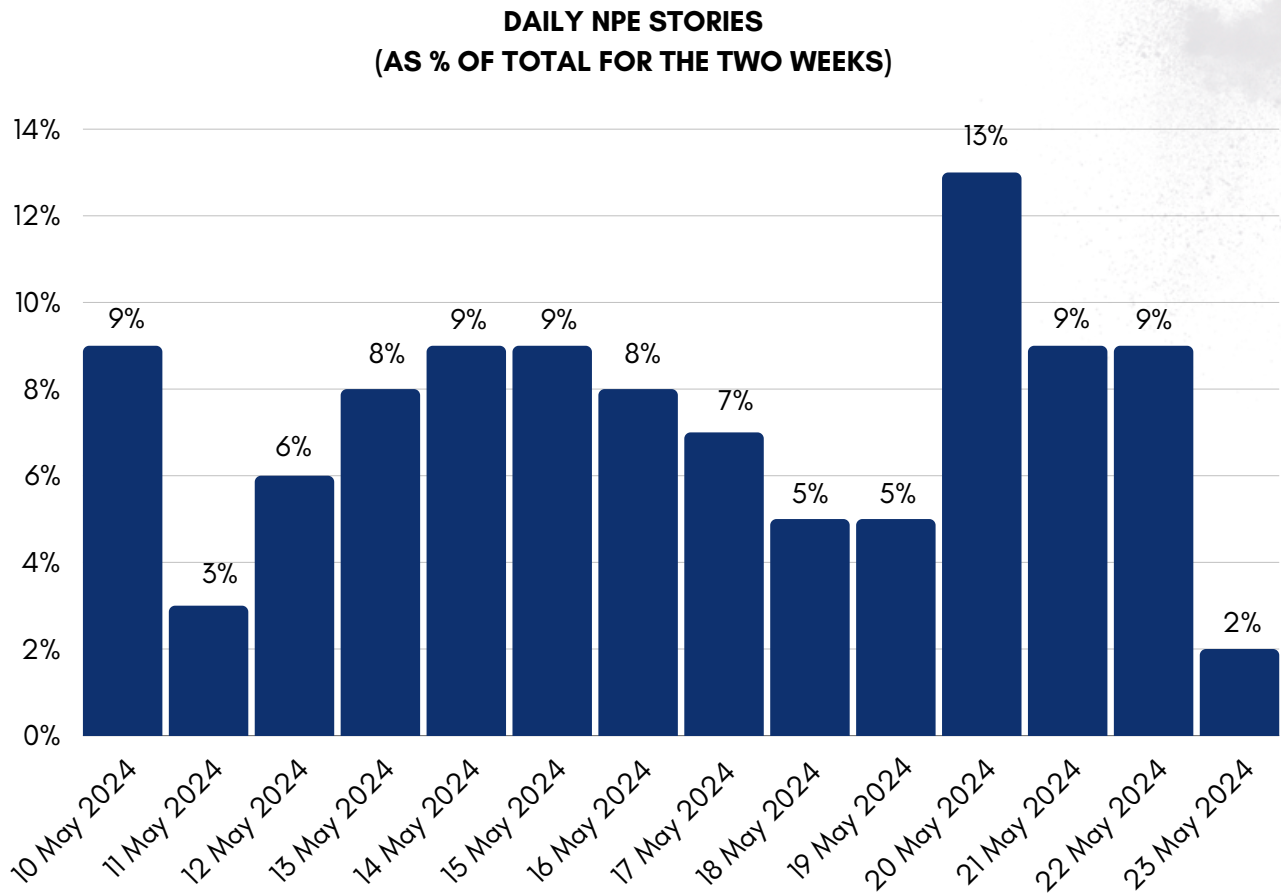


Figure 1: Daily percentage of stories on NPE

The graph shows the daily percentage of stories on the National and Provincial Elections (NPE) from 10th to 23rd May, 2024. The highest percentage of stories occurred on the 20th of May, accounting for 13% of the total stories. The lowest percentage of stories occurred on the 11th of May with 3% of the total stories.



TOP 5 TOPICS

TOP 5 TOPICS (WHICH IS 62% OF ALL CODED TOPICS)

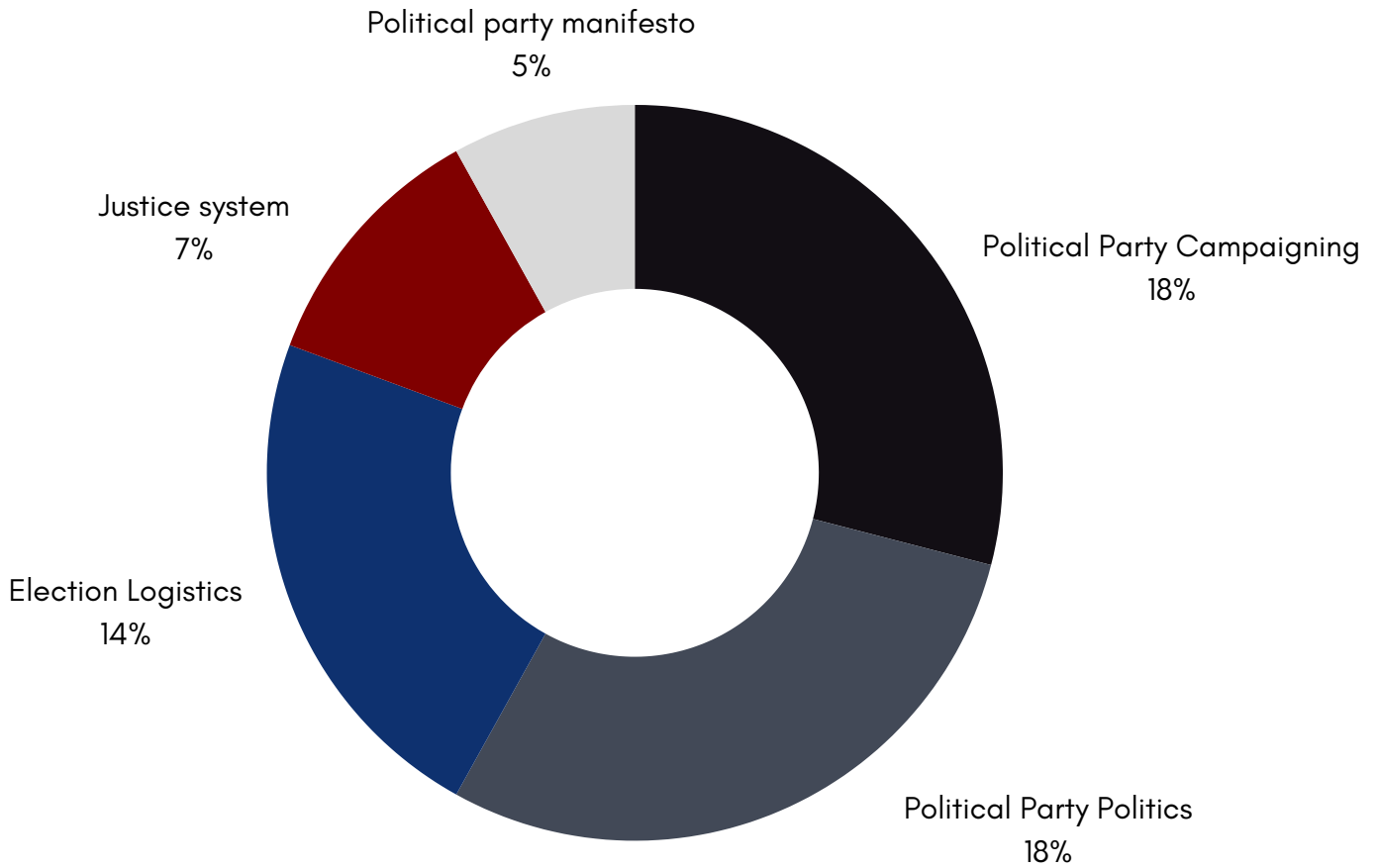
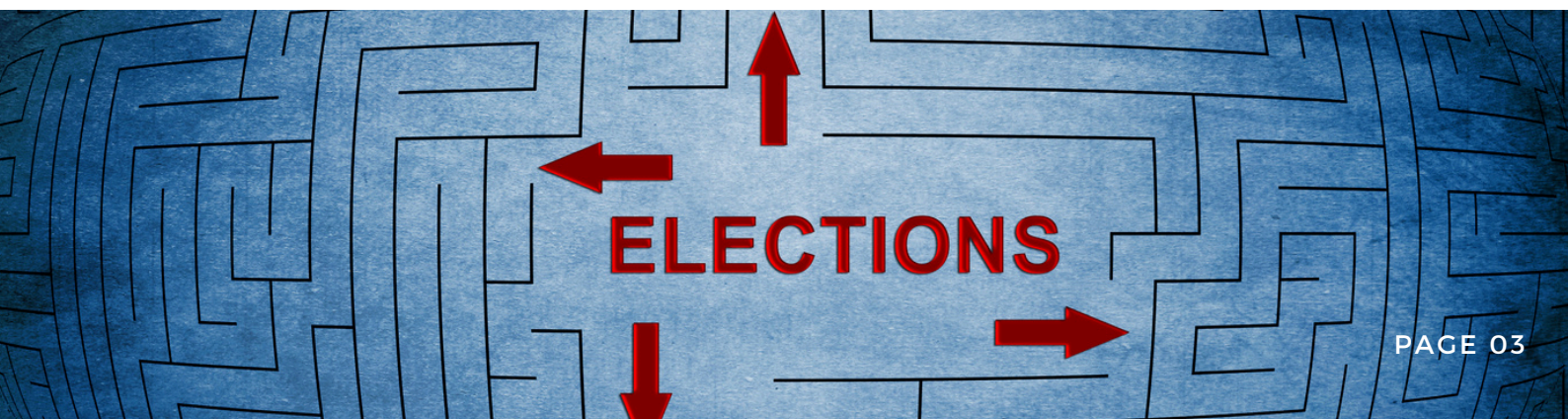


Figure 2: Top 5 topics in coverage

The graph shows the top 5 topics in the media coverage of the NPE. The two most dominant topics are political party campaigning and political party politics, each accounting for 18% of the total elections-coded topics. The other three topics are election logistics (14%), justice system (7%), and political party manifesto (5%). These top 5 topics collectively make up 62% of all the elections-coded topics.



TOP 10 PARTY & ELECTIONS RELATED GROUP COVERAGE

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POLITICAL PARTY/GROUP COVERAGE (WHICH IS 63% OF ALL CODED POLITICAL PARTIES/GROUPS)

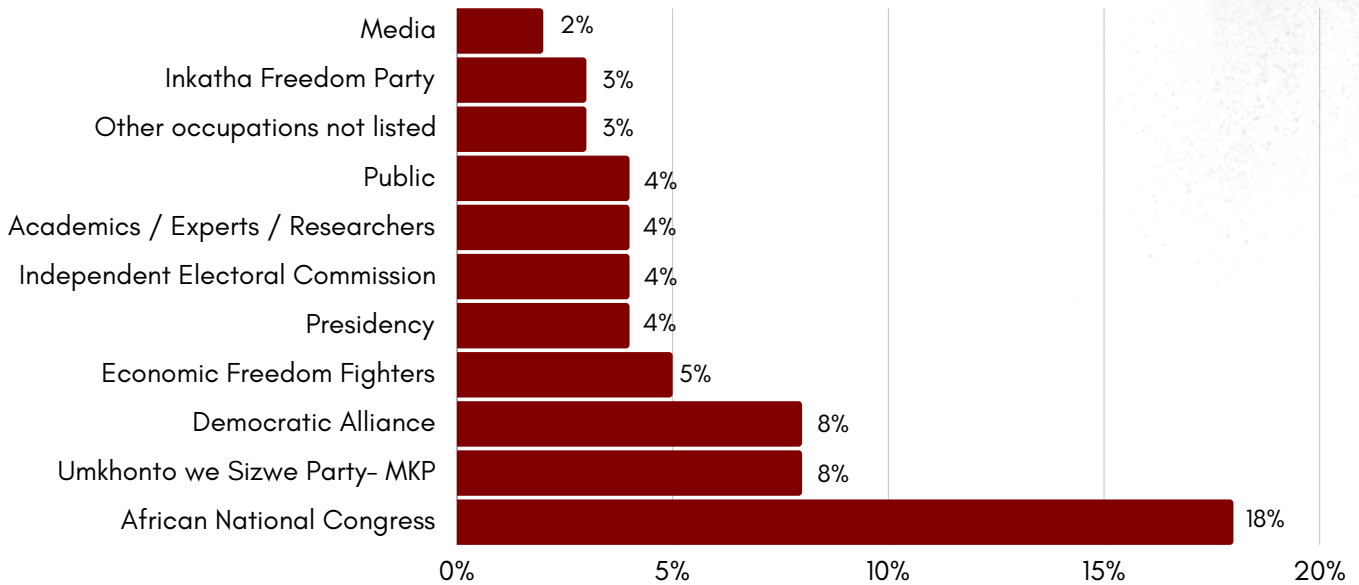


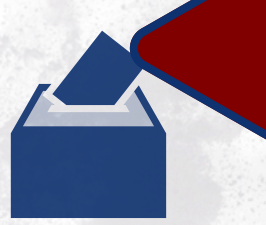
Figure 3: Top 10 political party/group coverage

The graph shows the top 10 political party/group coverage in the media. The African National Congress (ANC) has the highest coverage, accounting for 18% of the total coded political parties/groups. The Umkhonto we Sizwe Party (MKP) and the Democratic Alliance (DA) have the second highest coverage, each accounting for 8% of the total coded political parties/groups. Academics/Experts/Researchers, Other occupation not listed, and Media have the next highest coverage, each accounting for 5% of the total coded political parties/groups. The voice share for the Public during this monitoring period was at only 4%.

These top 10 political party/group coverage collectively make up 63% of all the coded political parties/groups.



GENDER REPRESENTATION OF SOURCES



Gender representation of sources

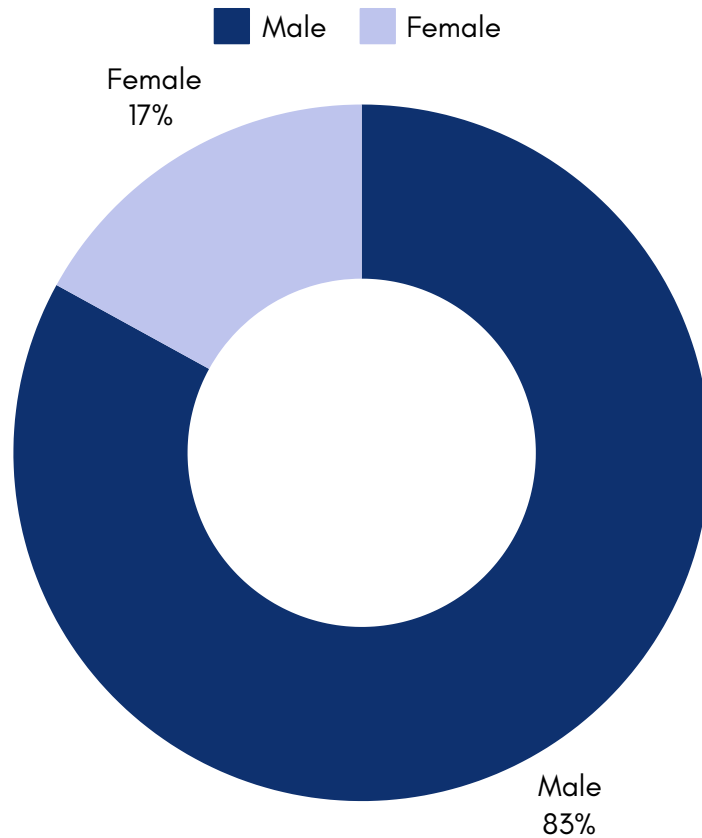
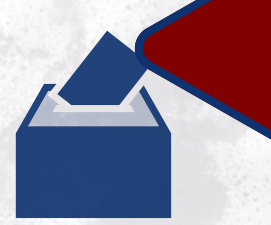


Figure 4: Gender representation of sources in coverage of NPE

The graph shows the gender representation of sources in the media coverage of the NPE. Male sources account for 83% of the total sources, while female sources account for only 17%.

This indicates a significant gender imbalance in the sources used for the coverage of the NPE, with male sources being much more prevalent.






CONCLUSION

Based on the findings presented in the document, the following conclusions can be drawn:

- Media coverage of the 2024 South African National and Provincial Elections (NPE) has seen an increase, with an average of 77 stories per day during the two-week period analysed.
- The top 5 topics in the coverage of the NPE are political party campaigning, political party politics, election logistics, justice system, and political party manifesto. These topics collectively make up 62% of all the coded topics, indicating their prioritisation in the media discourse.
- The African National Congress (ANC) received the highest coverage among political parties/groups, followed by the Umkhonto we Sizwe Party (MKP) and the Democratic Alliance (DA). These top 10 political party/group coverage collectively make up 63% of all the coded political parties/groups.
- There is a significant gender imbalance in the sources used for the coverage of the NPE, with male sources accounting for 83% of the total sources and female sources accounting for only 17%.


Overall, these findings highlight the need for issue-based reporting so as to diversify the list of dominating topics for the benefit of the electorate, as well as the need for improved gender representation in the sources used for the coverage.




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