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**Project and Discourse Analysis: A  
Critical Examination the report *The News in Black and White:  
A Investigation Into Racial Stereotyping in the Media* (1999)**

**A 50% dissertation submitted n partial fulfilment of the requirements  
for the Master of Art Degree in Cultural and Media Studies**

**University of Natal**

**Durban**

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## DECLARATION

I, **Prosper Siboniso Welcome Luthuli**, do hereby declare that the work presented in this dissertation is my own. Where use has been made of the work of others, this has been duly acknowledged.

**Signed by:** -----

**Supervised by:** Prof. Keyan G. Tomaselli - Director of the Graduate Programme in Cultural and Media Studies, University of Natal (Durban).

## ABSTRACT

In its report titled *News in Black and White: An Investigation Into Racial Stereotyping in the Media* (1999), one of several reports published by the South African Human Rights Commission (SAHRC) during the course of its recent inquiry into issues of racism in this country's media, the Media Monitoring Project (MMP) purports to have used discourse analysis (DA) and content analysis (CA) alongside each other in order to carry out its part of the mentioned inquiry. Paradoxically, however, a careful examination of its report raises questions not only about this media monitoring agency's conception and application of discourse analysis, but also about the understanding of this method of inquiry by some of the media scholars and practitioners who evaluated various reports that resulted from the SAHRC Inquiry. With regards to the latter, for instance, some scholars have variously identified the methods of research used by MMP and the independent researcher, Claudia Braude, (even to the extent of negating the claims of these researchers) during the media inquiry.

Using the MMP report cited above as a primary text or point of reference, this dissertation attempts to critically examine the basis and validity of the perceptions alluded to in the foregoing. In particular, it addresses itself to two different, and yet related questions. Firstly, did MMP misconceive and misapply discourse analysis, as some media scholars have argued? In other words, do these criticisms have a sound basis and validity? Secondly, do differences in the manner in which some media scholars have characterised or identified the respective methods of research used by Braude and MMP, suggest a lack of a clear understanding of these methods on the part of MMP and these scholars? Chapter One, begins with an attempt to define the problem to which the study pertains, and offers an account on the following aspects: a brief background to the study; its aims, relevance, and significance; the theoretical framework and the methods and methodology on which it is based; and the structure thereof. Chapter Two defines and maps out the scope of discourse analysis against the backdrop of content analysis, a research technique that some scholars see the former (DA) as an alternative to. Chapter Two further provides an exposition on various insights on content analysis and discourse



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How these methods are generally applied in practical research using these as a benchmark against which to critique the MMP report in Chapter Three. Chapter Three, which forms the body of the study, offers a critique of MMP's conception and application of discourse analysis. A summary of the findings of the study is offered in Chapter Four, and these are followed by a synoptic account of the concluding remarks in Chapter Five.

## ACKNOWLEDGEMENTS

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The financial assistance (in the form of a graduate award) of the Graduate School of Human Sciences at the University of Natal, Durban, is also acknowledged. However, the views that are expressed in this study, should not be seen to be representing those of the School in question.

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Aims, relevance, and significance of the study  
Theoretical framework  
Methods of research and methodology  
Structure of the study

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Defining content analysis  
Doing content analysis: A practical guide  
Design  
Execution  
Writing a research report of content analysis  
What is discourse analysis?  
A résumé of the history and development of discourse analysis  
Chomsky's *generative grammar*  
Defining discourse analysis  
The notion of context in discourse analysis  
Critical discourse analysis  
Doing discourse analysis • An example from Teun van Dijk's cognitive model of DA  
The complimentary nature of content analysis and discourse analysis  
Conclusion

***Chapter Three: The Media Monitoring Project's Report: A Critique-----57-104***

Part One: The presentation of the MMP report vis-à-vis discourse analysis



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ical discourse analysis (CDA)

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## OF ACRONYMS USED

	Association of Black Accountants of South Africa
BLA	Black Lawyers Association
CA	Content Analysis
CDA	Critical Discourse Analysis
COM	Campaign for Open Media
COMTASK	Task Group on Government Communication
DA	Discourse Analysis
MMP	Media Monitoring Project
PA	Propositional Analysis
SAHRC	South African Human Rights Commission
TA	Textual Analysis
TRC	Truth and Reconciliation Commission
TODA	Text-Oriented Discourse Analysis