

REFERENCES

Adhiambo, Agnes. 2006. "Study Finds Women and Men Want Diversity in Their News" in Moolman, Janine. (Ed.) *The Southern Africa Media Diversity Journal*, March/April, Product of Gender Links and the Gender and Media Southern Africa (GEMSA) Network. p. 27-30.

Allan, Stuart. 1998. "(En)gendering the Truth: Politics of News Discourse" in Carter, Cynthia., Branston, Gill. & Allan, Stuart. (Eds.) *News, Gender and Power*, New York: Routledge. p. 121-137.

All Media Products Survey (AMPS) for February to November 2007, released by the South African Advertising Research Foundation (SAARF).

Amadiume, Ifi. 1987. *Male Daughters, Female Husbands: Gender and Sex in an African Society*, London: Zed.

Arthurs, Jane. 1994. "Women and Television" in Hood, S. (Ed.) *Behind the Screens*, London: Lawrence & Wishart, p. 82-101.

Audit Bureau of Circulations (ABC) figures for October to December 2007.

Barnett, Steven. 1998. "Dumbing Down or Reaching Out: Is it Tabloidisation wot done it?" in *The Political Quarterly*, 69(b), Oxford: Blackwell Publishers. p. 75-90.

Bauer, M. 2000. "Classical Content Analysis: A Review" in Bauer, M. & Gaskell, G. (Eds.) *Qualitative Research With Text, Image and Sound*, California: Sage, Thousand Oaks. p. 131-151.

Beneria, Lourdes. 2003. *Gender, Development and Globalization: Economics As If All People Mattered*, New York: Routledge.

Bennett, Jane. 2000. "The Politics of Writing" in *Agenda*, 46, Durban: Agenda Feminist Media. p. 3-12.

Benokraitis, Nijole. V. & Feagin, Joe. R. 1995. *Modern Sexism: Blatant, Subtle and Covert Discrimination*, New Jersey: Prentice-Hall.

Berelson, Bernard. 1952. *Content Analysis in Communication Research*, New York: Hafner.

Best, Steven. 1994. "Foucault, Postmodernism and Social Theory" in Dickens, David. R. & Fontana, Andrea. (Eds.) *Postmodernism and Social Inquiry*, New York: Guilford Press. p. 25-50.

Bhavnani, Kum Kum., Foran, John. & Kurian, Priya. A. 2003. *Feminist Futures: Re-imagining Women, Culture and Development*, London: Zed Books.

Braun, Virginia. & Clarke, Victoria. 2006. "Using Thematic Analysis in Psychology" in *Qualitative Research in Psychology*, 3, Edward Arnold Publishers. p. 77-101.

Brooks, Rod. 2000. "Tabloidisation, Media Panics, and Mad Cow Disease" in Sparks, Colin. & Tulloch, John. (Eds.) *Tabloid Tales: Global Debates Over Media Standards*, Lanham: Rowman & Littlefield. p. 195-210.

Buckingham, David. 2003. "Children and Television: A Critical Overview of the Research" in Nightingale, Virginia. & Ross, Karen. (Eds.) *Critical Readings: Media and Audiences*, Open University Press: Maidenhead. p. 163-180.

Bullard, David. 2008. "Bullard: An Apology to My Readers and Friends" in *Business Day*, 18 April 2008. [Online]. Available: [28 July 2008].

Butler, Judith. 2003. "Performative Acts and Gender Constitution: An Essay in Phenomenology and Feminist Theory" in Jones, Amelia. (Ed.) *The Feminism and Visual Culture Reader*, London: Routledge. p. 392-402.

Butler, Judith. 1997. *Excitable Speech: A Politics of the Performative*, New York: Routledge.

Butler, Judith. 1990. *Gender Trouble: Feminism and the Subversion of Identity*. New York: Routledge.

Carey, James. W. 1989. *Communication as Culture: Essays in Media and Society*, Boston: Unwin Hyman.

Carter, Cynthia., Branston, Gill. & Allan, Stuart. 1998. "Setting New(s) Agendas: An Introduction" in Carter, Cynthia., Branston, Gill. & Allan, Stuart. (Eds.) *News, Gender and Power*, New York: Routledge. p. 1-9.

Cirksena, Kathryn. & Cuklanz, Lisa. 1992. "Male is to Female as ___ is to ___: A Guided Tour of Five Feminist Frameworks for Communication Studies" in Rakow, Lana. F. (Ed.) *Women Making Meaning: New Feminist Directions in Communication*, New York: Routledge. p. 18-44.

Commission on Gender Equality. 2005. *National Gender Opinion Survey*. Johannesburg: Commission on Gender Equality.

Connell, Ian. 1998. "Mistaken Identities: Tabloid and Broadsheet News Discourse" in *Javnost - The Public*, 5(3), European Institute for Communication and Culture. p. 11-31.

Connell, R.W. 2005. *Masculinities*, Second Edition, Berkeley: University of California Press.

Connell, R.W. 2000a. *The Men and the Boys*, Cambridge: Polity.

Connell, R.W. 2000b "Understanding Men: Gender Sociology and the New International Research on Masculinities" Clark Lecture, Department of Sociology, University of Kansas, 19 September 2000 [Online]. Available:

http://www.un-instraw.org/fr/docs/mensroles/vss_1_4.pdf [17 June 2009]

Connell, R.W. 1993. "The Big Picture: Masculinities in Recent World History" in *Theory and Society*, 22(5), New York: Springer. p. 597-623.

de Beauvoir, Simone. 1972. *The Second Sex*, Harmondsworth: Penguin Books.

de Bruin, Marjan. 2004. "Organisational, Professional and Gender Identities - Overlapping, Coinciding and Contradicting Realities in Caribbean Media Practices" in De Bruin, Marjan. &

Ross, Karen. (Eds.) *Gender and Newsroom Cultures: Identities at Work*. Cresskill, NJ: Hampton Press, Inc. p. 1-16.

Davis, Angela. 1981. *Woman, Race and Class*, New York: Vintage Books.

de Bruin, Marjan. & Ross, Karen. 2004. "Beyond the Body Count" in De Bruin, Marjan. & Ross, Karen. (Eds.) *Gender and Newsroom Cultures: Identities at Work*, Cresskill, NJ: Hampton Press, Inc. p. vii-xii.

Deacon, David., Pickering, M., Golding, P. & Murdock, G. 1999. *Researching Communications: A Practical Guide to Methods in Media and Cultural Analysis*, London: Arnold.

Deuze, Mark. 2005 "Popular Journalism and Professional Ideology: Tabloid Reporters and Editors Speak Out" in *Media, Culture and Society*, 27(6), London: Sage. p. 861-882.

Enloe, Cynthia. 2007. *Globalization and Militarism: Feminists Make the Link*, Rowman and Littlefield Publishers.

Epstein, Debbie. 1998. "Marked Men: Whiteness and Masculinity" in *Agenda*, 37, Durban: Agenda Feminist Media. p. 49-59.

Erdman Farrell, Amy. 1995. "Feminism and the Media: Introduction" in *Signs*, 20(3), Chicago: University of Chicago Press. p. 642-645.

Fairclough, Norman. 2003. *Analysing Discourse: Textual Analysis for Social Research*, London: Routledge.

Fairclough, Norman. 1992. *Discourse and Social Change*, Cambridge: Polity Press.

Faludi, Susan. 1992. *Backlash: the Undeclared War Against American Women*, New York: Crown.

Fausto-Sterling, Anna. 2000. *Sexing the Body: Gender Politics and the Construction of Sexuality*, New York: Basic Books.

Firestone, Shulamith. 1970. *The Dialectic of Sex: The Case for Feminist Revolution*, London: The Women's Press.

Fonow, Mary. M. & Cook, Judith. A. 1991. "Back to the Future: A Look at the Second Wave of Feminist Epistemology and Methodology" in Fonow, Mary. M. & Cook, Judith. A. (Eds.) *Beyond Methodology: Feminist Scholarship as Lived Research*, Bloomington: Indiana University Press. p.1-15.

Foucault, Michel. 1989. "The Concern for Truth" in Lotringer, S. (Ed.) *Foucault Live: Interviews, 1966-84*, New York: Semiotext. p. 291-308.

Foucault, Michel. 1978. Quote in Italian Newspaper, *Corriere della sera*, November 1978.

Foucault, Michel. 1973. *The Birth of the Clinic: An Archaeology of Medical Perception*, New York: Pantheon Books.

Foucault, Michel. 1972. *The Archaeology of Knowledge*, London: Tavostock.

Friedan, Betty. 1963. *The Feminine Mystique*, London: Penguin Books.

Gallagher, Margaret. 2001. "The Push and Pull of Action and Research in Feminist Media Studies" in *Feminist Media Studies*, 1(1), London: Routledge. p. 11-15.

Gallego, Juana., Altés, Elvira., Cantón, María. José., Melús, María. Eugenia. & Soriano, Jaime. 2004. "Gender Stereotyping in the Production of News" in De Bruin, Marjan. & Ross, Karen. (Eds.) *Gender and Newsroom Cultures: Identities at Work*, Cresskill NJ: Hampton Press, Inc. p. 43-63.

Golding, Peter. & Murdock, Graham. 1996. "Culture, Communications and Political Economy" in Curran, James. & Gurevitch, Michael. (Eds.) *Mass Media and Society*, New York: Hodder Headline Group. p. 11-30.

Gans, Herbert. 1980. *Deciding What's News: A Study of CBS Evening News, NBC Nightly News, 'Newsweek' and 'Time'*, London: Constable.

Gouws, Amanda. 2005. *'Rape Gone Wrong': Are media part of the problem or solution?* [Online]. Available: www.genderlinks.org.za [27 June 2006].

Gouws, Amanda. 2004. "The Politics of State Structures: Citizenship and the National Machinery for Women in South Africa" in *Feminist Africa*, 3. [Online]. Available: www.feministafrica.org [24 July 2008].

Grabe, Maria. Elizabeth. & Kamhawi, Rasha. 2006. "Hard Wired for Negative News? Gender Differences in Processing Broadcast News" in *Communication Research*, 33(5), London: Sage. p. 346-369.

Grabe, Maria. Elizabeth., Lang, Annie. & Zhao, Xiaoquan. 2006. "News Content and Form: Implications for Memory and Audience Evaluations" in *Communication Research*, 30(4), London: Sage. p. 387-413.

Greer, Germaine. 1970. *The Female Eunuch*, London: MacGibbon & Kee.

Grimshaw, Jean. 1993. "Practices of Freedom" in Ramazanoğlu, Caroline. (Ed.) *Up Against Foucault: Explorations of Some Tensions Between Foucault and Feminism*, London: Routledge. p. 51-72.

Haffajee, Ferial. 2004. Interview with the editor by Ofeiba Quist-Arcton. [Online]. Available: <http://portal.unesco.org/> [24 July 2008].

Hall, Stuart. 1980. "Encoding - Decoding" in *Culture, Media, Language: Working Papers in Cultural Studies*, London: Hutchinson. p. 28-38.

Hamilton, James. T. 2004. *All the News that's Fit to Sell: How the Market Transforms Information into News*, Princeton: Princeton University Press.

Haraway, Donna. Jeanne. 1991. *Simians, Cyborgs and Women: The Reinvention of Nature*, London: Free Association.

Hartsock, Nancy. 1983. "The Feminist Standpoint: A Specifically Feminist Historical Materialism" in Harding, Sandra. & Hintikka, Merrill. B. (Eds.) *Discovering Reality*, New York: Dordrecht and Reidel.

Hassim, Shireen. 2006. *Women's Organizations and Democracy in South Africa: Contesting Authority*, Madison, Wisconsin: University of Wisconsin Press.

Hassim, Shireen. 2005. "Terms of Engagement: South African Challenges" in *Feminist Africa*, 4. African Gender Institute. [Online]. Available: www.feministafrica.org [24 July 2008].

Hill Collins, Patricia. 1989. "The Social Construction of Black Feminist Thought" in *Signs*, 14(4), University of Chicago Press. p. 745-773.

Holland, Patricia. 1998. "The Politics of the Smile: 'Soft News' and the Sexualisation of the Popular Press" in Carter, Cynthia., Branston, Gill. & Allan, Stuart. (Eds.) *News, Gender and Power*, London: Routledge. p. 17-32.

hooks, bell. 1984. *Feminist Theory: From Margin to Centre*, South End Press.

Jacobs, Sean. 2003. "Reading Politics, Reading Media" in Wasserman, Herman. & Jacobs, Sean. (Eds.) *Shifting Selves: Post-Apartheid Essays on Mass Media, Culture & Identity*, Cape Town: Kwela Books.

Jayaratne, Toby. Epstein. & Stewart, Abigail J. 1991. "Quantitative and Qualitative Methods in the Social Sciences" in Fonow, Mary. M. & Cook, Judith. A. (Eds.) *Beyond Methodology: Feminist Scholarship as Lived Research*, Indiana: Indiana University Press. p. 85-104.

Kabeer, Naila. 1994. *Reversed Realities: Gender Hierarchies in Development Thought*, London: Verso.

Katembo, Kabunda. 2005 *The Representation of South African Women Politicians in the Sunday Times During the 2004 Presidential and General Elections*. Submitted as part of a Master of Arts Degree in Journalism and Media Studies at Rhodes University, Grahamstown, South Africa.

La Veist, T. 1996. "Why We Should Continue to Study Race... But Do a Better Job: An Essay on Race, Racism and Health" in *Ethnicity & Disease*, 6, Georgia. p. 209-217.

Lazar, M. M. 2005. "Politicizing Gender in Discourse: Feminist Critical Discourse Analysis as Political Perspective and Praxis" in Lazar, M. M. (Ed.) *Feminist Critical Discourse Analysis: Gender, Power and Ideology in Discourse*, Basingstoke: Palgrave MacMillan.

Lewis, Desiree. 2004. "African Gender Research and Postcoloniality: Legacies and Challenges" in *African Gender Scholarship: Concepts, Methodologies and Paradigms*, London: CODESRIA.

Lewis, Desiree. 2003. "Editorial" in *Feminist Africa*, 2. Cape Town: African Gender Institute. [Online]. Available: www.feministafrica.org [24 July 2008].

Lewis, Desiree. 2002. "African Feminist Studies: 1980-2002", review essay for the African Gender Institute's "Strengthening Gender and Women's Studies for Africa's Social Transformation" project. [Online] Available: www.gwsafrica.org [16 June 2009]

Locke, Terry. 2004. *Critical Discourse Analysis*, Continuum International Publishing.

Low Morna, Coleen. 2007a. "Making Every Voice Count: A Southern Africa Case Study" in *Gender and Development*, 15(3), London: Routledge. p. 369-385.

Low Morna, Coleen. 2007b. *Glass Ceiling Two: An Audit of Women and Men in South African Newsrooms*, Johannesburg: SANEF and Gender Links.

Low Morna, Coleen. 2005. *Who makes the news? Mirror on the Southern African findings of the Global Media Monitoring Project (GMMP) 2005*, Johannesburg: Gender Links.

Lowe Morna, Colleen. 2001. *Whose News? Whose Views? Southern Africa Gender in Media Handbook*, Johannesburg: Gender Links.

Lowe Morna, Coleen., Made, Pat. & Kwaramba, Alice. 2003a. *The Gender and Media Baseline Study: South Africa Report*, Johannesburg: MISA and Gender Links.

Lowe Morna, Coleen., Made, Pat. & Kwaramba, Alice. 2003b. *The Gender and Media Baseline Study: Southern African Regional Overview*, Johannesburg: MISA and Gender Links.

Luff, Donna. 1999. Dialogue Across the Divides: 'Moments of Rapport' and Power in Feminist Research with Anti-feminist Women" in *Sociology*, 33, Cambridge: Cambridge University Press. p. 687-793

MacCannell, Dean. & Flower MacCannell, Juliet. 1993. "Violence, Power and Pleasure: A Revisionist Reading of Foucault from the Victim Perspective" in Ramazanoğlu, Caroline. (Ed.) *Up Against Foucault: Explorations of Some Tensions Between Foucault and Feminism*, London: Routledge. p. 203-238.

Made, Patricia. 2000. "Globalisation and Gender Training for the Media: Challenges and Lessons Learned" in *Gender and Development*, 8(1), London: Routledge. p. 29-34.

Makhanya, Mondli. 2008. "This Newspaper is Not in the Business of Promoting Prejudice" in *Sunday Times*, 13 April 2008. [Online]. Available: www.thetimes.co.za [24 July 2008].

Mama, Amina. 1995. *Beyond the Masks: Race, Gender and Subjectivity*, London: Routledge.

Mannathoko, Changu. 1992. "Feminist Theories and the Study of Gender Issues in Southern Africa" in Meena, Ruth. (Ed.) *Gender in Southern Africa: Conceptual and Theoretical Issues*, Harare: SAPES Books. p. 71-91.

Mbilinyi, Marjorie. 2001. "Budgets, Debt Relief and Globalisation", originally published as Gera Discussion Paper 1, TWN, Accra, Ghana. [Online]. Available: <http://www.gwsafrica.org/knowledge/> [8 January 2009].

Mbilinyi, Marjorie. 1992. "Research Methodologies in Gender Issues" in Meena, Ruth. (Ed.) *Gender in Southern Africa: Conceptual and Theoretical Issues*, Harare: SAPES Books. p. 31-70.

McClintock, Anne. 1991. "'No Longer in a Future Heaven': Women and Nationalism in South Africa" in *Transition*, 51, Bloomington: Indiana University Press. p. 104-123.

McEwan, Cheryl. 2000. "Engendering Citizenship: Gendered Spaces of Democracy in South Africa" in *Political Geography*, 19(5), Elsevier Science Ltd. p. 627-651.

McHoul, Alec. W. & Grace, Wendy. 1997. *A Foucault Primer: Discourse, Power and the Subject*. New York: New York University Press.

McLaughlin, Lisa. & Carter, Cynthia. 2001. "Editors' Introduction" in *Feminist Media Studies*, 1(1), London: Routledge. p. 5-10.

Media Tenor South Africa. 2007. *Most Quoted Media: 2006 & 2007*. Media Tenor International.

Media Tenor South Africa. 2006. *9th of August: Breaking the stereotype of reporting on women?* [Online]. Available: <http://www.mediatenor.co.za/> [31 March 2008]. Media Tenor International.

Meyers, Marian. 1997. *News Coverage of Violence Against Women: Engendering Blame*, London: SAGE.

Mies, Maria. 1986. *Patriarchy and Accumulation on a World Scale: Women in the International Division of Labour*, London: Zed Books.

Mill, Harriet Taylor. 1853. *The Enfranchisement of Women*, Lathrop's Print.

Mill, John Stuart. 1869. *The Subjection of Women*.

Millet, Kate. 1970. *Sexual Politics*. New York: Doubleday.

Mohanty, Chandra. Talpade. 2003. *Feminism Without Borders: Decolonizing Theory, Practising Solidarity*, Durham, N.C, London: Duke University Press.

Mohanty, Chandra. Talpade. 1988. "Under Western Eyes: Feminist Scholarship and Colonial Discourses" in *Feminist Review*, 30, Palgrave Macmillan Journals. p. 61-88.

Moi, Toril. 1985. *Sexual-textual Politics: Feminist Literary Theory*, London: Methuen.

Moller Okin, Susan. 1989. *Justice, Gender and the Family*, New York: Basic Books.

Molyneux, Maxine. 1985. "Mobilisation without Emancipation? Women's Interests, States and Revolution in Nicaragua" in *Feminist Studies*, 11(2), Feminist Studies Inc. p. 227-254.

Moore, Hendrietta. 1994. "The Problem of Explaining Violence in the Social Sciences" in Harvey, Penelope. & Gow, Peter. (Eds.) *Sex and Violence: Issues in Representation and Experience*, London: Routledge. p. 138-155.

Morrell, Robert. 2002. "Men, Movements, and Gender Transformation in South Africa" in *The Journal of Men's Studies*, 10(3), Harriman: Men's Studies Press. p. 309-327.

Morrell, Robert, 2001a. *From Boys to Gentlemen: Settler Masculinity in Colonial Natal 1880 – 1920*, Pretoria: UNISA Press.

Morrell, Robert. 2001b. *Changing Men in South Africa*, Pietermaritzburg: University of Natal Press.

Motsei, Mmatshilo. 2007. *The Kanga and the Kangaroo Court: Reflections on the Rape Trial of Jacob Zuma*, Auckland Park: Jacana Press.

Mulvey, Laura. 2003. "Visual Pleasure and Narrative Cinema" in Jones, Amelia. *The Feminism and Visual Culture Reader*, New York: Routledge. p. 44-52.

Munusamy, Ranjeni. 2007. *Zuma is the Victim of a Media Witchhunt*. [Online: Comment submitted on a journalism website]. Available: <http://www.journalism.co.za/insight/uma-is-the-victim-of-a-media-witchhunt-3.html> [20 March 2008].

Narayan, Uma. 2003. "The Project of Feminist Epistemology: Perspectives of a Non-Western Feminist" in McCann, Carole. R. & Seung-kyung, Kim. (Eds.) *Feminist Theory Reader: Local and Global Perspectives*, New York: Routledge. p. 308 – 317.

Nicholson, Linda. 1998. "Gender" in Jaggar, Alison. M. & Young, Iris. M. (Eds.) *A Companion to Feminist Philosophy*, Oxford: Blackwell. p. 289-297.

Oakley, Ann. 1998. "Gender, Methodology and People's Ways of Knowing: Some Problems with Feminism and the Paradigm Debate in Social Science" in *Sociology*, 32(4), Cambridge: Cambridge University Press, p. 707-731.

Omarjee, Nadira. I. 2001. *Rape and the Press: An Investigation of the Presentation of Sexual Violence Against Women in Four South African Newspapers*. Submitted in partial fulfilment of the requirements for the degree of M Phil in the Department of Arts, University of the Western Cape, South Africa.

Opoku-Mensah, Aida. 2004. "Hanging In There: Women, Gender and Newsroom Cultures in Africa" in De Bruin, Marjan. & Ross, Karen. (Eds.) *Gender and Newsroom Cultures: Identities at Work*, Hampton Press, Inc. p. 105-117.

Opoku-Mensah, Aida. 2001. "Marching On: African Feminist Media Studies" in *Feminist Media Studies*, 1(1), London: Routledge, p. 25-33.

Pereira, Charmaine. 2002. "Between Knowing and Imagining: What Space for Feminism in Scholarship in Africa?" in *Feminist Africa*, 1, Cape Town: African Gender Institute, [Online]. Available: www.feministafrica.org/index.php/between-knowing-and-imagining [23 June 2009].

Pettifor, Audrey. E., Rees, Helen. V., Kleinschmidt, Immo., Steffenson, Annie. E., MacPhail, Catherine., Hlongwa-Madikizela, Lindiwe., Vermaak, Kerry., & Padian, Nancy. S. 2005. "Young People's Sexual Health in South Africa: HIV Prevalence and Sexual Behaviors from a Nationally Representative Household Survey" in *AIDS*, 19(14). p. 1525 – 1534.

Pilcher, Jane. & Whelehan, Imelda. 2004. *50 Key Concepts in Gender Studies*, London: SAGE.

Pollock, Griselda. 1977. "What's Wrong With Images of Women?" in *Screen Education*, 24. p. 25-33.

Potter, Jonathon. & Wetherell, Margaret. 2001. "Unfolding Discourse Analysis" in Wetherell, Margaret., Taylor, Stephanie. & Yates, Simeon. J. (Eds.) *Discourse Theory and Practice: A Reader*, London: Sage. p. 198-209.

Rakow, Lana. F. 2001. "Feminists, Media, Free Speech" in *Feminist Media Studies*, 1(1), London: Routledge. p. 41-44.

Ramazanoğlu, Caroline. 1993. "Introduction" in Ramazanoğlu, Caroline. (Ed.) *Up Against Foucault: Explorations of Some Tensions Between Foucault and Feminism*, London: Routledge. p.1-25.

Ratele, Kopano. 2004. "Kinky Politics" in Arnfred, Signe. (Ed.) *Re-thinking Sexualities in Africa*, Uppsala, Sweden: Nordic Africa Institute. p. 139-154.

Ratele, Kopano. 1998. "The End of the Black Man" in *Agenda*, 37, Durban: Agenda Feminist Media. p. 60-64.

Remlinger, Kathryn. A. 2005. "Negotiating the Classroom Floor: Negotiating Ideologies of Gender and Sexuality" in Lazar, M. M. (Ed.) *Feminist Critical Discourse Analysis: Gender, Power and Ideology in Discourse*, London: Palgrave. p. 114-138.

Ross, Karen. 2002. *Women, Politics, Media: Uneasy Relations in Comparative Perspective*, Cresskill NJ: Hampton Press, Inc.

Rowbotham, Sheila. 1973. *Woman's Consciousness, Man's World*, Harmondsworth: Penguin.

Salo, Elaine. 2003. "Negotiating Gender and Personhood in the New South Africa: Adolescent Women and Gangsters in Manenburg Township on the Cape Flats" in *European Journal of Cultural Studies*, 6(3), London: Sage. p. 545-565.

Segal, Lynne. 1993. "Changing Men: Masculinities in Context" in *Theory and Society*, 22(5), New York: Springer. p. 625-641.

Segal, Lynne. 1990. *Slow Motion: Changing Masculinities, Changing Men*, United Kingdom: Virago Press Limited.

Segel, Kim. Raelle. 1992. *An assessment of the comic medium as a resource for educators and readers amongst a broad spectrum of South African women*. Submitted in partial fulfilment of the requirements for the degree of Master of Arts (Women's Studies), University of Natal. Durban, South Africa.

Silveirinha, Maria. João. 2007. "Displacing the 'Political': The 'Personal' in the Media Public Sphere" in *Feminist Media Studies*, 7(1), London: Routledge. p. 65-79.

Smith, Dorothy. E. 1987. *The Everyday World As Problematic: A Feminist Sociology*, Boston: Northeastern University Press.

Sopor, Kate. 1993. "Productive Contradictions" in Ramazanoğlu, Caroline. (Ed.) *Up Against Foucault: Explorations of Some Tensions Between Foucault and Feminism*, London: Routledge. p. 29-50.

South African Press Code of Professional Practice. 2006. [Online]. Available: www.sanef.org.za [24 July 2008]. South African National Editors' Forum.

Sparks, Colin. 2000. "Introduction: The Panic Over Tabloid News" in Sparks, Colin. & Tulloch, John. (Eds.) *Tabloid Tales: Global Debates Over Media Standards*, Lanham: Rowman & Littlefield. p. 1-40.

Spears, George., Seydegart, Kasia. & Gallagher, Margaret. 2000. *Who Makes the News? The Global Media Monitoring Project 2000*, London: World Association for Christian Communication.

Stanley, Liz. & Wise, Sue. 1993. *Breaking Out Again: Feminist Ontology and Epistemology*, London: Routledge.

Stanley, Liz. & Wise, Sue. 1990. "Method, Methodology and Epistemology in Feminist Research Processes" in Stanley, Liz. (Ed.) *Feminist Praxis: Research, Theory and Epistemology in Feminist Sociology*, London: Routledge. p. 20-62.

Steenveld, Lynette. Noreen. 2007. *Race Against Democracy: A Case Study of the Mail & Guardian During the Early Years of the Mbeki Presidency 1999-2002*. Submitted as part of a Doctorate of Philosophy Degree at Rhodes University, Grahamstown, South Africa.

Sweetman, Caroline. 2008. *Feminist Economics, From Poverty to Power*, Background Papers Series, Oxfam International.

Switzer, Les. 2000. "Introduction: South Africa's Resistance Press Under Apartheid" in Switzer, Les. & Adhikari, Mohamed. (Eds.) *South Africa's Resistance Press: Alternative Voices in the Last Generation Under Apartheid*, Athens, OH: Ohio University Centre for International Studies. p. 1-78.

Thorne, Karen., Pillay, Maganthrie. & Newman, Nicky. 1996. "Post-Beijing: The Media" in *Agenda*, 31, Durban: Agenda Feminist Media, p. 7-11.

Thornham, Sue. 1998. "Feminist Media and Film Theory" in Jackson, Stevi. & Jones, Jackie. (Eds.) *Contemporary Feminist Theories*. Edinburgh: Edinburgh University Press.

Tomaselli, Ruth., Tomaselli, Keyan. & Muller, Johan. 1989. "The Construction of News in the South African Media" in Tomaselli, Keyan., Tomaselli, Ruth. & Muller, Johan. (Eds.) *The Press in South Africa*, Bellville: Richard Lyon and Company. p. 22-38.

Tomaselli, Ruth. & Tomaselli, Keyan. 1989. "The Political Economy of the South African Press" in Tomaselli, Keyan., Tomaselli, Ruth. & Muller, Johan. (Eds.) *The Press in South Africa*, Bellville: Richard Lyon and Company. p. 39-117.

Tong, Rosemarie. 1998. *Feminist Thought: A More Comprehensive Introduction*, London: Routledge.

Tuchman, Gaye. 1978. "The Newspaper as a Social Movement's Resource" in Tuchman, Gaye., Kaplan Daniels, Arlene. & Benét, James. (Eds.) *Hearth and Home: Images of Women in the Mass Media*, New York: Oxford University Press. p. 186-215.

United Nations Office on Drugs and Crime. 2001. *Seventh United Nations Survey on Crime Trends and Operations of Criminal Justice, 1998-2000*, [Statistics Online]. Available: www.nationmaster.com/graph/cr_i_rap_percap-crime-rapes-per-capita [28 July 2009].

van Zoonen, Liesbet. 1994. *Feminist Media Studies*, London: Sage.

Vogelman, Lloyd. 1990. *The Sexual Face of Violence: Rapists on Rape*, Johannesburg: Raven Press.

Walby, Sylvia. 1990. *Theorizing Patriarchy*, Oxford: Basil Blackwell.

Wasserman, Herman. & de Beer, Arnold. S. 2006. "Conflicts of Interest? Debating the Media's Role in Post-apartheid South Africa" in Voltmer, Katrin. (Ed.) *Mass Media and Political Communication in New Democracies*, London: Routledge. p. 59-65.

Waylen, Georgina. 1996. "Analysing Women in the Politics of the Third World" in Afshar, Haleh. (Ed.) *Women and Politics in the Third World*. London: Routledge. p. 7-24.

West, R. 1982. *The Young Rebecca*, J. Marcus (ed.), London: Macmillan.

Whelehan, Imelda. 2000. *Overloaded: Popular Culture and the Future of Feminism*, London: Women's Press.

Wolf, Naomi. 1990. *The Beauty Myth: How Images of Beauty Are Used Against Women*, London: Vintage.

Wollstonecraft, Mary. 1792. *A Vindication of the Rights of Woman*, published with notes 1992, London: Penguin Books.

Worldwide Guide to Women in Leadership. 2008. *The Situation of Female Members of Governments by 2008*, [Statistics Online]. Available:
http://www.guide2womenleaders.com/situation_statistics.htm [29 July 2009].

Zezeza, Paul. Tiyambe. 1997. "Gender Biases in African Historiography" in Imam, Ayesha., Mama, Amina. & Sow, Fatou. (Eds.) *Engendering African Social Sciences*, Senegal: CODESRIA.

Zezeza, Paul. Tiyambe. 1996. "Manufacturing and Consuming Knowledge: African Libraries and Publishing" in *Development in Practice*, 6(4), Routledge. p.293-303.



Newspapers for the Study

Mail & Guardian, 18 January 2008.

Mail & Guardian. 14 December 2007.

Mail & Guardian, 7 December 2007.

Mail & Guardian. 20 November 2007.

Sunday Sun, 13 January 2008.

Sunday Sun, 16 December 2007.

Sunday Sun, 9 December 2007.

Sunday Sun, 2 December 2007.

Sunday Sun, 19 August 2007.

Sunday Sun, 12 August 2007.

Sunday Times, 13 January 2008.

Sunday Times, 16 December 2007.

Sunday Times, 9 December 2007.

Sunday Times, 2 December 2007.

Cartoons

Zapiro. 2007. *Mail & Guardian Online*. 7 December 2007. [Online]. Available: <http://www.mg.co.za/zapiro/fullcartoon/214> [24 July 2008].

Zapiro. 2007. *Mail & Guardian Online*. 6 December 2006. [Online]. Available: <http://www.mg.co.za/zapiro/fullcartoon/206> [24 July 2008].

Zapiro. 2006. *Mail & Guardian Online*. 7 July 2006. [Online]. Available: <http://www.mg.co.za/zapiro/fullcartoon/542> [24 July 2008].

Zapiro. 2006. *Mail & Guardian Online*. 12 May 2006. [Online]. Available: <http://www.mg.co.za/zapiro/fullcartoon/575> [24 July 2008].

Zapiro. 2006. *Mail & Guardian Online*. 7 April 2006. [Online]. Available: <http://www.mg.co.za/zapiro/fullcartoon/539> [24 July 2008].

APPENDIX A: INTERVIEW TRANSCRIPT GUIDE

The following indicators were applied for transcription extracts provided as part of these findings:

- Since participant names are not used, “P” indicates any participant.
- “D” indicates me, the researcher.
- Square brackets [] indicate that the text was somewhat or totally inaudible. If totally inaudible, no text will be indicated between brackets, if somewhat audible the brackets will contain what I thought was probably said. Alternatively, square brackets are used to indicate in more detail who/what the participant is referring to e.g. “They [readers] want a newspaper with variety.”
- Non-verbal communication and long pauses are indicated between brackets in italics e.g. (*pause*), (*laughing*).
- Shorter pauses are indicated with between two and three dots e.g. “I... think so.”
- Where pieces of the transcript in an extract have been removed to shorten the extract, this is indicated with five dots e.g. “Yes..... News must be unusual.”
- Italics within the text are used to indicate emphasis, either by me the researcher to highlight specific parts of the text (in which case “emphasis my own” will be indicated), or by participants (in which case “emphasis original” will be indicated).
- I have *not* indicated participants by number (P1, P2 etc.) for the purposes of further protecting anonymity. Since together the interview extracts could lead certain potentially controversial comments to be linked to particular individuals, I have indicated all participants as P, and have only where necessary noted where certain extracts are linked to others.