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Nota di contenuto	1. The political and social context surrounding the introduction of television in 1976 -- 2. From Apartheid to Democracy to Where? – A Critical Examination of Public Television Regulation Over the Past 50 Years -- 3. Ouroboros: from evil black box to ugly monster. The history of South Africa's television news -- 4. Apartheid Television and Language Ideologies: Selected Case Studies -- Section 2: Programming and Content Shifts -- 5. From one evening news bulletin to a news bulletin every hour -- 6. Theoretical shifts in television based Entertainment Education (E-E) interventions on HIV and AIDS in South Africa -- 7. Television and Peacebuilding: CCV Television's nation-building role during the period of political transition in South Africa -- 8. Global Characters in Local Contexts: Examining the Representation of Matriarchs in Uzalo: Blood is Forever -- 9. The 'Americanisation' of South African Television and the Ethical Erosion of Society -- 10. Self-Representation Went Wrong? Tabloidizing Blackness in the Moja Love

Channel -- 11. South African television 'and its prioritization of soap operas as key genres of entertainment -- Section 3: Audience and Engagement -- 11. Does South Africa belong to all who live in it? Decoding ethnic minorities representation in South Africa television -- 12. Perceptions and Imaginations of Black Youth in New Brighton Township -- 13. Television storytelling: audience and meaning-making of television soap opera texts -- 14. Televising Truth: The Implications of Televising South Africa's TRC -- Section 4: Television and Languages in a Multicultural and Multilingual Context -- 15. Gender Portrayals in Television Advertising -- 16. The Power of the Screen: Television's Impact on Consciousness-Raising and Public Discourse Perspectives- 17. From (in)visible and imitated disability in South African television to exposing viewers to actors with disabilities in South African Soap Operas -- 18. From Screen to Society: Multilingual Families in South African Television Drama -- Section 5: The Emergence of Other Role-Players in the Television Industry -- 19. TV Personalities' Perspectives on Television Development in South Africa: A Phenomenological Inquiry -- 20. Broadcasting the rainbow nation: SABC's contemporary approach to public interest programming -- 21. Radio Meets TV: Exploring the Relationship Between Radio and Television in South Africa Over the past 50 Years -- Section 6: Television and Digitality -- 22. Analysing Online Discourse: Exploring COVID-19 Vaccination Politicization among Carte Blanche Audiences -- 23. A qualitative study on the challenges and opportunities of digital migration of the South African uMaskandi music -- 24. The monolith crumbles: digital diversification and television news in South Africa -- 25. South African Drama Goes Digital: The Case of Uzalo's Digital Content Strategy -- Section 7: Industry and Economics -- 26. Save our SABC: The fight for a functional public broadcaster in South Africa -- 27. The Political Economy of Television Broadcast in South Africa: Did Apartheid End? -- 28. The Role of Political Advertisements on Television: A Case of Democratic South Africa.

Sommario/riassunto

The edited book by Professors Sisanda Nkoala and Gilbert Motsaathebe, *50 Years of Television in South Africa*, is an indispensable addition to the appreciation of the field of media studies, mainly in South Africa. It doesn't just describe the history of television; it analyses how political shifts and technological changes have shaped the medium and, in turn, how television has influenced South African society. This connection between politics, technology, and culture is key to understanding the medium's role today and in the past. It is not only the scholarliness that makes this book important but the diversity of voices constitutive of it and the new generation of scholars that edited it. —Musawenkosi W. Ndlovu, Associate Professor, Centre for Film and Media Studies, University of Cape Town This edited volume, *50 Years of Television in South Africa*, seeks to explore the evolution, impact, and future of television in South Africa. The unique contribution of the volume lies in its interdisciplinary approach, bringing together scholars, media practitioners, policymakers, and cultural commentators to offer diverse perspectives on television's role in South African society. Television's introduction in South Africa was not just a technological event; it was deeply intertwined with the country's political and social landscape. The apartheid regime's concerns about the potential influence of television highlight its significance as a tool for communication and cultural dissemination. Documenting this historical context provides insights into how media and technology intersect with political regimes and societal norms. Further, because television has played an important role in shaping South African society over the past five decades, its impact as a platform for cultural expression, education, entertainment,

and political discourse is essential for appreciating the dynamics of social change within the country. While the contents will be based on developments in South Africa, the volume has global relevance because it offers valuable insights into the complex interplay between media, politics, culture, language and society in a postcolonial contexts in the global south. By examining the medium's past and present, the volume is well placed to anticipate the diverse needs and challenges of television audiences worldwide, identify strategies and best practices that may inform the future development of television in other contexts and forecast ways of leveraging digital technologies to enhance content delivery, audience engagement, and revenue generation in the future.

Sisanda Nkoala (PhD) is a multi-award-winning researcher and a former award-winning journalist. She is an Associate Professor in the Linguistics Department at the University of the Western Cape and holder of the UWC Chair in Media Inclusion and Diversity. She holds a PhD in Rhetoric Studies from the University of Cape Town. Her work focuses on rhetoric, media and multilingualism. She serves in leadership roles in several international academic associations, including the African Journalism Educators Network (AJEN) and the International Association of Media and Communication Research (IAMCR). She is a public representative on the South African Press Council and the Western Cape Convenor of the South African National Editors Forum.

Gilbert Motsaathebe (PhD) is a Full Professor at the North-West University, where he is attached to the Indigenous Language Media in Africa (ILMA) research entity as a Research Professor. He was until recently the Editor-in-Chief of *Communicare-Journal for Communication Studies in Africa*. Motsaathebe has a long demonstrable history in academia and media practice, having previously taught at the University of Johannesburg, the United Arab Emirates University in the UAE, the Cape Peninsula University of Technology in South Africa and several institutions in Nagasaki, Japan, before working in the Chief Directorate of Communication, North-West Office of the Premier.
