

Representation of Agricultural Issues in South African Newspapers: A Content Analysis

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ABSTRACT In this study, five South African newspapers were analyzed using content analysis to ascertain their coverage of agricultural issues. A sample of 9,125 editions was collected for a period of five years between January 2009 and December 2013. The findings showed that the newspapers did not give significant prominence to agricultural issues such as land reform and youth in agriculture, as news related to business, politics and education enjoyed priority. On the other hand, food security, climate change and agricultural marketing were popular topics among the published articles about agriculture. The study suggests that more inspirational stories of farmers in agriculture are needed to create more awareness of agriculture and to motivate the youth to take up agriculture as an occupation.