

Unpacking Media Capture in Zimbabwe

Was there a plan to uh work out the order or you're just going to go in any order you want. I want the one that's in charge of it. Okay?

Media Capture in Zimbabwe.

We are pleased to be hosting and collaborating with our partners. with the information for development and trust and specifically uh to my journey with the director who has put this together It's there. It's there. forum. Really the topic is theirs. The trace of panelist is theirs. We are happy to be collaborating with him. I'm also for my job is really to introduce the Who who used to be my one of my staffers, one of the senior staffers at this many years ago. We're much older than we are now. and I'm glad to see that he's still in the field fighting hustling. So, come on. this to you now, it's your show. Please schedule Okay. Um great things to you. Doctor is uh for breaking the ice uh into the conversation that we um are going to shortly get into uh today and uh I would like to start by thanking all those um people we've responded to a call to all this dialogue. uh from across the globe as I can see from the list of participants here, we have uh participants, listeners, delegates from a different parts of the world. actually,

not only just Zimbabwe. So, that's a very, very encouraging thing and uh for for us as I Gt, this is very important because uh the issue is the issue me.

is the which is the the very important is really um uh discussion to have as part of our citizens towards enhancing promoting, encouraging um um advocacy for for for for better caverns in Zimbabwe in Southern Africa and from our little to you know to the even the rest of the world As I say this um and before we get into the usual protocol usual of introducing our finalists. Let me just try to give um this conversation uh some brief context is a is already said. This is this is a collaboration between information for developing trust and the trust ADT actually initiated. um um the idea about discussing Media Capture in Zimbabwe trying to unpack Media Capture trying to understand what media is all about and then ultimately to see whether the citizens of Zimbabwe, the citizens of South Africa are citizens of the world. We can do something towards um The timing. this growing program is actually a growing uh a growing problem in Zimbabwe. So, this is uh briefly the contest We we um we are going to discuss uh the the phenomenon of our media culture um at I Gt, we assist with the

mandate to um to promote access to information around the governance in the public sector in the private sector. is governance relates to transparency, accountability, and integrity. So, therefore, this is a very befitting topic and we said, okay, let's uh let's try to do some kind of self introspection, not exactly self introspection but partly so because uh coming from the media, we really need to understand what's happening at the U of the control, the deliberate control. You see the deliberate direction, the deliberate manipulation of uh of the media uh or Media into the public's fear because obviously they are um they are urgent uh that are involved at various levels within various nuances relating to to to to to Media Capture. You have governments in this particular case, we're discussing the issue of Zimbabwe Zimbabwe government and we have to debate whether or not Zimbabwe government is involved as they involved in uh in Mystic? systems a way that those are going to be public systems or a private systems come is what is the role of commerce in office. and that we are going to look at. Um so so so this is the importance of that, you know, because we are situated, we are locating in the broader context of transparency, accountability,

and integrity uh in governance both in the public sector, in the in the in the in the uh in the private sector, in the public sector, So, for us, this is a very important subject to discuss and one thing I think um we need to really acknowledge that soliciting for opinions is uh is the fact that uh Media Capture and like you know the others you see when you walk to to the other side of the room you go to state When you place in the media is the same room you are going to come up with. Very interesting uh uh observations. very intriguing observations. Now, there is an example. Let me just like focus your attention on uh a uh uh particular institutions. the media of one the legislation to a scholarship. and then we've got the professionals outside the school. The researchers Um if you didn't try to compare uh the energy, the conviction, the the the the the the commitment, the loyalty to both a types of culture. You you have About to notice some some some very interesting things that will end up and I'm going to name just maybe one. It's a way of uh exciting debates, you know, later on when we give uh the debate on to our to our panelists and uh and uh the flow you notice that uh where Capture is concerned. the media is very energy about exposing

the state. which is very encouraging, very positive, very progressive, right? The last letter is an example. Take the public accounts committee. It's very, very committed to exposing in the in the analyzing the UN's that define our state scholars are doing the same thing from Zimbabwe and Zimbabwe but around Zimbabwe, but when you shift your attention to the other corner of the room and you're looking at Media Capture, right? I think um they won't be there won't be much to dispute the fact that there's minimal energy, minimal commitment even from the media. So, uh to to to unpack Media, Capture, to to expose Media Capture. That's a major civil society. Yes. Uh you see a conversations around the around the media even in civil society but it's not as faithful. It's not as loyal as you see when you're talking about uh uh state and then the same applies. It's uh with the legislature. Um the little literature review are done in the run up to this particular conversation. The whole scholars relating to uh meter Capture. Um still that there's a focus on power There's focus on control. There's focus on regulation. Um there's focus on ownership those four pillars would go towards to find a little uh we are going to win a um is going to talk about uh

Media Capture in maybe I'm just putting it on the passing Those four pillars would be in defining a major Capture but um but you you don't see the uh the the the scholarly research doing so much around a media by specifically focusing attention on what on Media, Capture, Um I I've seen some scholars who are here. Uh some of them you know, we we can't uh uh a long way together. I don't know where they're going to agree with this but this is the volcano that HITT. We we have attended to formulate. you know, this is the kind of grounds that would tell you to stand on as far as research is consent and then of course professional a professional a research hasn't done much. It's been very lethargic in terms of uh trying to expose a media culture in Zimbabwe. I went and looked so much into other countries and other cases and stuff like that and then the question that you're asking at the end of the day is uh why I'm sure I'm sure that the finalists who are listening in already and so good to come if they are not already. You know, I'm going to, I'm going to also try to share some perspectives and uh to do some perspectives on that question. Why is it that we got this complex, this complex nuances, this complex matrix but we are not uh we are not not deploying enough or sufficient energy into that

debate or Media Capture but we are so much excited so much loyal to the conversation around um around uh state. So, this is a thing. Um um I see I see that uh the best panelist I'm going to like I said, you know, this is just to give a brief um overview on what we are intending to and you know, just to cut some some some light on conversation in terms of context It didn't say that. because you see you know, in line with our with our philosophy. I did, You know know II know this is a philosophy. It's uh AA. What's happening at the church in line with that philosophy. Uh we believe that you know, we're there need to train more attention around with Capture. This is just a phenomenon. I think that's emerging in Zimbabwe but we need to move. We need more knowledge. We need to to to to to build some traction around. It's a discussion in the city in the in the public public street. we really need to to be looking at those things and and uh and um I'm just hoping that this is just um a this is just a part of the of a series that's coming um later on. Alright, so here we see that you know, let me just like then get into the protocol um uh to introduce our um our panelist uh obviously thinking uh our delegates you know I think that uh we've uh spend some time you know

listening to this with you um
on Facebook. We're also on
Twitter for this particular
conversation uh but let me tell
you some kind of uh disclaimer
uh the gender composition of
the panel is not what would
have wanted or what we wish
for. actually, we tried so much
about this to get as many women
on what is possible. It's part
of balancing the gender
equation in this uh
intervention. uh but uh we're
happy that we have a patient
Lima. Lima is the director.
It's uh it's a Media monitors
She she is the past uh
chairperson of um of uh the
media lines of Zimbabwe and
she's got so many years of
advocacy around uh monitoring
of the media and this this is
very important to have uh uh uh
patients board because when I
was talking to her, I said, you
know what? There's this very
solid but new ones It makes us
between between uh Media
Capture in the in the in the
in the media monitoring was
Media Capture in the essence is
um that process that seeks to
direct the to direct the
narratives to direct
perspectives into the through
the canals. It defies the
canals. It also then tries to
define uh the messages and then
it also seeks to position the
audience. That's what um Media
Capture in general attempts you
know, uh six to do for selfish
reasons. of course, whether

years written on the media.
He's uh uh biographies of other
people um and she's still very
active as a what I would call
in a Media counselor so to
speak and then we have um a to
me.

is coming from Um he spent most
of his time and I think you'll
agree with me and um he held a
senior positions at the last
position that he yelled was uh
I think he was the editor of um
of the Zimbabwe independent but
uh now is running a better uh
journalism uh platform that the
users. uh CPG center for Public
interest journalism. That's
what he's doing. Uh he went
with quite a number of guys who
are coming from the image and
then uh I think you know, you
might uh be able to make some
reflections on on uh Media
Capture uh especially with if
you remember very well Now, I
was there. Doctor Mande has
saved it in the middle, the
middle would get away from uh
Private has and it was a
chicken taken in by the
organization and you know,
that's uh that's it. That's
recorded. Nobody will dispute
that. and I was an editor at
that particular time. I also
lived um I think when these
guys came on board, I said, I
don't think I'll be able to
work with them but uh that's
not what I'm going to talk
about now to me. what's um what
we then go to call Media Gates,
Media Gates, um Media Gates, Um

we're referring the of the group of newspapers, uh the the publisher doctors. I was an editor there in that particular time but also I think if it's come to do, we might also want to cut some uh some some reflections on um um the possible or actual uh uh Capture of the private Media, The privately owned media would be so called independent media Then we've uh teach teach very energetic, young media manager. He's now running his own digital platform. um after leaving Zooms and we know is uh a public uh uh news institution. Uh you as an editor there. So, we feel that you know, you could enrich the conversation by talking Uh if you saw fuse about um about um the nuances dynamics, and everything, you know, within the state media and uh and then uh we we have uh we have Stanley Stanley is uh the former group of the Daily News. Um I don't know. I don't know whether the daily news is is um the same daily news today. is it twice in 2000? Um but these are things that uh people are telling them how much uh be able to to to cut some some reflections on as we proceed with this particular conversation. So then that is it and then um the the the the the attitude that we're going to follow now in this particular dialogue is to but we don't want to give our

panelists the excuse to present monologues and then, you know, start putting audiences out of it. So, uh as the moderator uh what I'm going to do is I will excite a conversations into the **** by asking questions first and then there's to those questions and then they respond to questions that I don't ask. and then also uh participants can come in. It's not a problem. Um the residents at the particular time, we can then um we can then raise the issues that they've they've um uh raised um within the a lot of many of this So, this is this is how we're going to do it and then um we people to to remain on mute if they want to speak, you know, they would do that through raising their hands uh and then we'll we'll definitely give them a chance to to participate and then we also give feedback and and and so forth. You know, we all those all those things are are welcome. Uh so so just be careful to to to ensure that you know, you've been on you video, you are free to use video. It's actually more welcome than uh the meaning anonymous so you can and then we'll be very happy to see you. is that? I just want to mention that um if you look at the flies with uh professor Jonathan is one of uh of uh yes he had uh confirmed participation but uh we received communication from him

um indicating that you know, he is uh today is a very tight overwhelming uh jet lag. Something that's working on and uh I'm I'm not going to get into details about that but um but um he won't be able to start up with us uh but uh Is that no later, you'll be able to get into the conversation and then we can reflect. Don't a professor would be very very important. uh taking part in this discussion was former minister of information and during his time, lots of things are happening. I don't know if anybody's going to call call it media or anything like that but uh so many things that he was excited about taking part of this conversation. It's quite unfortunate that there's is intervening um uh uh on the go that he has, you know, to deliver today. So that um uh let me then just um get us into the real conversation and um ask the mister to come on board and you'd want to unmute if you are muted and then um you know, do edition. briefly. It's mostly in 20 minutes on a media Capture. How do you understand Media? Capture? What is Media? Capture? Who are the artists involved in Media? Cares? Uh politicians, pastors, prophets, Uh who else is involved in the immediate Capture commerce? Uh the guys are going to give you advice in the, you know, your is the media organizations Okay. And if you run an ad,

then you are not going to run a store against us. Is that is that what is happening? Uh missing? Can you then come on board and then also also give us the methods that we use when they're trying to do with them. Thank you II Hope. Um in I saw him Yes. It's actually in. Yes. Thanks a lot. Come in. Thank you very much, Tawanda. Thank you very much to start with for inviting me to this very important discussion. I'm sorry. I was delayed. is. I advised and I'm sorry. that Professor Jonathan Moo is not with us today. I was anxiously expecting engage with him. It's close races. after many years of sparring from a distance. So, and I hope he will be participating. the issue of Media. Capture. detained Media. in My goodness. Excuse me, in my opinion. something that has come up. In recent years, Maybe not more than 2 years, We started hearing about Media Capture It is being presented as a brand new phenomenon. That is just materialized from somewhere. and we've become so engrossed with trying to unravel the nature, the substance of media culture, but in my opinion, my opinion, there is nothing new about Media What seems to be happening? a change. in terminology. in respect of a

phenomenon. we've had for quite some time.

what we're calling Media Capture. in my opinion. no different.

control of the media Press control. which we've had for many years for decades. in fact, but going back to the 80s in the in the early years of our independence, if we're talking about the case of Zimbabwe,

We have battled those of us in the media. with a government that was anxious to exert control. on the media of Zimbabwe. Starting in the early days when government itself still held a monopoly and effective monopoly in terms of control of the media I'm talking here of the days when the media establishment comprised of Primarily Zimbabwe newspapers and and these were both cabinets or state control outfits.

The only rival rivals to the government established media or government controlled media where

essentially. The Financial Gazette which is a very small publication which cut it down mainly for quite interest. It is a small, quiet leadership.

Then, we also had magazines I've said is which was the most popular magazine We had the mortal and we eventually had horizon as well. now.

essentially. the magazines caused no serious challenge to

the government. uh
establishment. That is the
mainstream newspapers. The herd
in the mail in
the chronicle and the news in
So,
in terms of control. to use the
term that we now using here in
terms of Capture. Media. The
mainstream media where
effectively captured by the
government They were
effectively controlled by the
government the situation in
Zimbabwe where government was
in control of the major media
outlets was the same. It was a
replicated throughout the
region. It was same place in
Zambia. It was the here in in
Malawi, Namibia, Mozambique.
with the notable exception of
South Africa.
the point I'm trying to make
here is that Why? there's so
much talk of Media of Media
Capture. Now, it is not
actually a new phenomenon. That
is the first point that I want
to make. We've had Media
Capture going back for many
years now. over the years has
manifested itself in various
forms
who were the
Media. Capture. There was the
government mainly, it was the,
it was the largest uh player
be.
corporate entities. Slow. Slow
to
to to manipulate. content of
media outlets. but not to the
same extent as uh excuse me,

please.

Um then They were the publishers themselves. In the case of the small uh publications such as uh financial They tended to control the output of the organizations of the of the the newspapers that they published and

There was what? It's spread.

There was widespread sales.

Media

control. manifested itself in the form of censorship. primarily censorship by government censorship by the private owners of publications. censorship. even by the ages themselves in conformity with the policies. of the owners of the publications that they edited and you'll be amazed that the journalists themselves, ourselves we also tended to self censor

Apparently in in appreciation of the policies of the editorial policies of the publications for which it worked. So, what I'm saying is all these was form of uh he said um

We had a situation where is privately owned publications. started to emerge in greater numbers.

It was

There was a calling. for less control. media outlets. now going back to the early 90s. an organization.

which is formed by the

journalist. of the region
called the Media Institute of
South Africa, Lisa which
operated through chapters in
the irrespective members
The organization. was set up to
try and challenge the monopoly.
of governance in the Southern
African region. governments
such as uh in those countries
that have already
outlined identified government.
The government of uh our
president, Mugabe president,
president in Malawi,
the liberation. governance. in
each and every case in terms of
uh the the the region they
enjoyed and effective monopoly
or to use our current term.
Now, they enjoyed Capture of
the media
Uh be. the emergence of a misa.
for the emergence of as we call
them. then independent
newspapers.
Uh I am reluctant these days to
to use the term independent and
in fact, I think it is falling
out of favor. in reference to
the term privately owned
newspapers
We
had newspapers such as uh in
Zambia. Post. I think it was
the first privately owned or
independent as recorded then uh
newspaper which struggled to
challenge the monopoly of
president and founder of
newspapers. We had me
Namibia.
Namibia, and a host of other
newspapers. Now,

with time. It is my belief. I think it is an accurate observation. with the emergence of the privately owned newspapers. governments failed the pressure on their own newspapers because the independent newspapers blended with what I would call a bang. members uh post for instance, it became the largest sailing newspaper in Zambia because it was unheated. It was uncontrolled. It was unkept. Some will say again, Someone said that uh maybe it was captured by the owners. Which is it? Which can be a realistic captured by himself. may be captured by those who put their money in his private newspaper but all these II am presenting all this in a bid. to strengthen, reinforce my point that we've we've had Capture of the media going way back now. Okay? sorry to interrupt. Sorry to interrupt Um because you are left with about 2 minutes. So, for your slots, but maybe on that point, you know, you you might want to say what's different now obviously, Things are moving. Things have been developing. right? Uh I was reaching what I think is the highlight of my uh presentation on the issue of Capture as we thought we were liberating the media in the case of Zimbabwe. from the clutches of our governance. This is where professor comes in now along came professor Moo

at the turn of the century when privately owned media had come full force.

He made a very strong effort to capture the private Media and in my view, he failed It's

a result of that failure to capture the private Media. There was a Media in the early years of the century in Zimbabwe which was spearheaded by professor Moyo on the part of the government. He made a strenuous effort to subjugate the daily news for this instance, failed.

in my opinion, thereafter, the government's effort to keep the government has become less forceful, Samuel said that there's still evidence or there's still there are cases

It could be argued that they still of the government, the government's media outlets for instance, but what I'm trying to say here is that the the government is less than it was during the time of professor Moyo. Maybe it has become more so in the sense that there is less conflict. In the sense that there is less confrontation but I would also say that it becomes, it has become more difficult now for government to exercise control over the media. We say over the public, the public, uh the publications of our radio

broadcast over the internet. if it is virtually impossible now, I made a point earlier that um it's not only government that seeks to capture the media but the very minute the our concern, my concern is more to do with Capture by god and less worried about by a publisher, a private publisher such as uh Treyvon. I'm less worried that uh by by Trevor than I am worried by by the ministry of information because Trevor is a private publisher and he knows the risks that he runs. If he, if he attempts to exert too much control on his publications because sales will suffer but this is a is a private investment uh which performs on the basis of circulations in the terms of in in respect of uh the heroin For instance, is not particularly worried. because it does not survive. on its publications for it's own uh survival. which is the we fetch the code. Okay, Can you be so can you be winding up

In conclusion, I would like to say that we discuss the issue of Capture alongside the issue of control by government going back to the going back for for decades. Okay. So many many things for that. There's um of course you raised quite a number of very very interesting points uh but uh I would want to also draw your attention to one um statement that you made

when you say it unless I did um
you when he said it's now a bit
more difficult for government
to control the media and um but
we suggested uh that to later
debates Can I just take of your
slot for now and then
go to do.

Um I

hope you are there. I saw
you were there. Do you wrote
quite um extensively on um on
Media Gates as I said it? That
was when um Central
Intelligence took over bought
into the mirror and then and
then uh well we know what
happened The rest is history of
the date. It's not it's dead as
a door

You actually did um a report on
that you might want to give us
uh your reflections to be on on
that and then that's the first
component of my question or my
my my question to you the
second component is um maybe
you would want to shed some
for the independent media. Um
one thing I might want to say
at this stage is like, you
know, we may not want to
exactly uh name names blah blah
blah uh for ethical papers but
um it would be very important
for you to be you are playing a
very important role in the
private media. It's called
independent and by the way of
um generating content into the
pandemic. So, so let's start
media and then we go to a more
general level. and the media
and Capture

Hey,
to me. We can't hear you. Are
you not muted?

Um try to try to adjust your
volume on the settings so that
the audio is better because we
can hear you.

It's too technology. No, no,
no, no. I know it's a
technology. not a doctor. Don't
worry about that. Thanks. But
is it a better now? Is it
audible Is better now? Not
exactly the best but it's date.
Yeah. But you see what's
surprising is that I can hear
you. You're actually too loud
for me on this side. Oh,
really?

So, try to be as loud as me. I
don't know whether it's a
I don't know whether it's a
it's a now it's audible so that
I can go ahead. Yeah. Yeah,
sure. You're good.

Okay.

Um essentially, Uh I was
just saying, I mean the
protocol staff uh uh thanks to
yourself. doctors at the
conveyor and of course to Media
colleagues uh who are part of
the conversation. Um you
already have uh a framed me and
uh asked me to zero in on a
particular um manifestation of
It's probably the best
manifestation of Media Capture
we have seen in Zimbabwe uh
since Independence primarily
because of uh the manner in
which has done uh the motive
and through it was done and how
it was executed is different

from other forms of Capture or their manifestations because this was a clandestine operation by this uh uh uh state intelligence service or the state security service in Zimbabwe which is the Central Intelligence Organization. CIO. They had uh uh come up with and the doctors obviously knows this because this operation was uh being done to take over his media group to seize uh the media company or structures away from him Uh it became a big scandal in the sense that uh whereas we are aware of governance all over over the uh in Zimbabwe in particular intelligence services all over the world They always do that when they see the United States where it's in Britain. Uh it's in Russia. It's in China, in South Africa. Of course, we know about the information gates, the scandal. That's the the the foster governments uh in nineteen 7879 when the uh spent lots of money, huge millions of rounds, a buying control, paying media organizations in order to influence uh the editorial and the consents Uh so what the Zimbabwe CIO did it is uh an operation. It was an operation that had uh a paralyzed that is precedence in other parts of the world. They sought to take over the mirror. Uh a group of newspapers which was uh published by Doctor Mendoza uh order to deploy those assets in

a influencing the narrative. uh
in Zimbabwe influencing uh
media contents, influencing the
political narrative, uh
influencing the direction. uh
of public understanding of the
national issues of the day. Uh
they uh put together resources
through uh one of the biggest
commercial banks here. Uh
started selling moneys. uh into
the media operations and put
their own people there. I'm not
really going to go about how
they did it but it was uh the
Capture was via uh uh putting
some money, channeling some
finances, and putting personnel
right on the structures of the
media organization who sees
control of the
uh to
influence behind Doctor
Manda and then behind other
senior staff, members of the
mirror and the time back and
indeed, there were occasions
when we let us spoke to some of
the colleagues who worked there
where they would even change
headlines uh interfere
presently in order to deliver
particular narratives on the
policy of the day particular
content of stories uh in
service. of the own ulterior
motives or their agenda which
is the CIO agenda. The
political agenda of the regime
at the time. So, that's uh uh
became one of those brothers
and uh uh interferences uh in a
trying to take editorial
control. So basically this uh

uh our collision refer to this.
if there are any other
interesting electors or Atmos
that people are interested in
but this launches me into uh
the subjects which is basically
Media Capture. Yes, it's a it's
a um was saying earlier. It's
it's not a really a new
phenomenon and Media. Capture.
Uh it has been there for as
long as Media existed but it is
continued to mutate to change.
Uh it is dynamic depending on
the changes in the political
circumstances in the economic
circumstances um in the
immediate structures, how they
are organized, controlled, and
directed Media Cape continues
to change shift and change to
suit the situation uh in
Zimbabwe situation Uh we have
had uh a phenomenon I think in
try to trace part of the
history of structures in
Zimbabwe. Most of the media
structures in Zimbabwe, they
were uh initially uh owned and
controlled. Uh by the
governments, the political
elite of the day Uh of course,
I know you did say, I wonder we
must not uh particularly speak
about uh individuals,
organizations, or people It's
not a problem really. I mean,
we we need to we need to be
honest with each other. You
know, this is the this is the
place of the end.

Okay.

And they will be, they
will be examples here and there

but uh this is not uh meant to target any particular organizations or individuals but at the same time, uh as journalists and media people and as a members of the public, we must make it a habit that's uh we don't sense ourselves when there's no need to do so. In other words, we can only be able to influence uh to uh discourse around ourselves and the media practices. In this case, only if we are very honest and open and uh also uh a factual and truthful. those things are very important Uh the history of speaks for itself. I mean, it was always an establishment with the organization, right from it's a founding in Colonial times in the 1890s. Uh it's was always successfully passed on to the next uh government or the next ruling political elites of the time. It was the case. Then in the 1890s throughout uh the ten uh of the nineteenth century and indeed throughout the turn of the twentieth century that remains the case up to now. Uh it is a group that was born captured and it's still captured. No offense intended there. It's just the fact as they are. It's an establishment media organization and therefore, the political elites of the time all the time. They seek to control the papers to deploy it uh to their political and the policy purposes. Uh the same applies to um the um

state-owned broadcaster uh Zed BC is the same situation Uh it's is under the classes or under the control of the powers that be. We seek to influence um uh is editorial uh position and the cons uh but that does not mean it's not AA case of bad cops, good cops. Uh it's a very complex and nuanced situation uh in which Capture straddle uh the media divide if you call that or just across the landscape, a private Media organizations. They also um in various ways and uh I think at this point, it's also important to clarify what we mean by Capture so that we are speaking specifically about something that is much more uh well-defined basically when we're talking about Media Capture, we are talking about We are talking about um a calculated and premeditated steps usually taken by IP.

in order to construct its concern, their own party, or the public interest we achieved through usually will the legislative. Uh it can be both the public advertising and private advertising uh advertising. ownership of private Media. one

Yes. To be you. your bed is a bit at the moment. to deviate from it.

but you can proceed. I'm I'm going to give you three Sorry about that. I mean, it's it's a that you can't hear me

probably but I was just winding up saying uh that's it.

we have in

Zimbabwe now. Uh

widening and expanding Media Capture.

What was initially Now, it is

also organizations in Zimbabwe.

Right now, they are clearly,

clearly, clearly under the

influence and the Capture the

powers that be. How do we know

that? other than knowing

effects from internally, we

also can see that by the

editorial output, you look at

various media outlets where

they used to be positioned. In

other words, the original

mandate set by themselves

declared to the readers or

audiences of the public and

what they're actually doing

now. You can see that there is

serious interference that is in

terms of editorial. um

positions. They are the

contents outputs, the nuances

of how they cover the issues of

the day. You can see the

footprints or fingerprints of

Capture in those media outlets

and the in the process which is

my last point. when Capture

happens as we are seeing it

today in Zimbabwe that delivers

a fatal blow to independent

journalism which is what we all

desired. See. In other words,

we all desire to see a tutorial

uh uh control and journalists.

In other words, mediocrity. It

doesn't matter which media

organization that is. It's not

about boundaries. Any media organizations that's comes through to serve the public interest of the public Good. It must therefore have an independent editorial policy whether it's in papers, whether it's Bc, whether it's a it's a holdings, whether it's in AZ uh Doesn't matter whether it's online media organization, They need to have independent policy in order to save the common good. Well, but but that is not what we are seeing in Zimbabwe right now. We're seeing a lot of pressures on the independent media and of course, these pressures are worsened uh by the issues of the changing business and financial models. Uh the impact of um internet technology companies and advertising or news media and of course uh the common conflict of interest that arise. I'll leave it at that. Um hopefully, you managed to solve something We actually did. You've been complaining that you're no, no, no, no, no. Are you actually the majority of your of your input was uh audible? Uh it was just for a slight moment but thanks a lot for that. Um to me, um I'm I'm particularly happy that's not towards the end even though he didn't say it in detail. he did talk about um he did talk about it in the case of the independent media, the the private private owned media he did talk about the

coming in uh is um doing some
uh some some some things to to
capture the and um this is I
think one thing we we ought to
know to get expanded as we um
get the other finalists on
board because um the economics
of the media plays a very
important role in in media
culture, Media Capture thrives
with this uh vulnerability
Media practitioners in the
Zimbabwe. We all know for the
past 2021, they have not been
working properly. So, this is
uh I think one voice we would
need to hear whereby we are now
a linking the economic
performance. um uh the economic
performance to uh media and
media Okay, so thanks a lot to
me. I know today is your day
and I'm very grateful that's
not you're doing it for
yourself for this Well, I think
you know, more interesting
perspectives are coming on
board. Um can I confirm with
the Is is now on If you are on,
can you please um then come on
board. If you're coming from
the public media, you know,
you've heard what you said and
you've read what um what um um
regarding the the the public
media. so you have experiences
and perspectives and
testimonies
for the public meeting. Can you
just come in? Uh if you are
there,
Okay.
Um you very much. I apologize.
Um it's a powerful here and I

hope you can see me for now.

Yeah, sure.

Okay. Um yeah. So, first of all, I think I would like to first of all, I think the video uh to maintain the quality of your own site um but um I'm sure the presentation by Jeff. Um the first part that I had before I to agree with him um by enlarge that um they issue of Media Capture is not in you but

I think our lungs that is that um uh it's not new. It's not a to call a new uh state Capture in itself is just a new uh

the extend that um uh it's a time that now uh it's a term that people are getting it as a buzzword uh and to bleak. Um uh people are getting a lot of projects. Uh around that. Um so to the extent that that is true and um we know that we are uh journalism. We know that uh there are in interest

You've been with me that this is playing out now.

Um we uh what the difference I think is the extent to which uh those interests are in huge or unknown. So, uh so I think we can really yeah, it's better now.

Yashua. It was going a little bit better now. Uh okay. school. Um uh I was um just giving you an overview Okay. Yes.

Overview. Uh that um the issue of me is this time uh Uh

It's really getting bad.
we seem to have lost um
I think um you know, we we
really need to get this
perspectives on uh on Media
Capture. It's basically coming
from the

Yeah. Um that's uh I've been
with um steadily in
This is in. Then, my question
is, what is your experience uh
or experiences? Ten, Is is
somebody coming from the
private Media in the context of
uh Media Capture, What's
testimonies do you have to
share with us what
manifestations of uh Media
Capture

I'm not getting any of the
responses from
Um but I'm just hoping that um
you would be able to come on
board. In the meantime, I think
uh is uh trying to fix his um
we can then go over to
patients, patients. You come in
I've been watching and
listening to you. Just give us
your reflections to be here in
the context of media monitoring
with media monitoring is about
tracking

They say. patients on a on and
also it's a discussion. The
other a reflection that have
been made by uh panelist
So, it seems like patient we've
lost too.

Um if that is the case. because
we're reaching uh the end in
terms of uh no, she is. she's
and she's in the room. Patience
is in the room. So, if she

needed it, if you can hear me,
please give us a shout.
Just take it to find out if you
are muted.

This is
just um Yeah. She's not
responding as we wait for a
year, I'm going to give you a
call and uh um as we wait for
you, I think let's just do some
bit of a throwback she's
saying, can you unmute your
patience is requesting if you
can unmute here as the host's
unmute yourself

Miguel, can you unmute
patients? Okay. and I can't
unmute. I can only request if
you unmute herself. She she's
the only one

Come and meet yourself.
Oh my god. Okay. So, as we wait
for patients and and she's
she's she will manage it as we
wait for patients. Let's just
do some topics. Anybody from
the floor who want to make some
reflections on what is what
being said

it's the core level but even
outside that um any any
contributions that we have um
uh contributors

You can. You can raise your
hand and then um make you
tough.

If uh so far, there's nobody
from the floor is um got AAA
reflection to make Can we are
you big?

Hello, Um okay. You said
there's no one who's ready? get
your properly Yes, sir. I'm
here. I'm doing it now. Okay,

fine. Alright. Um so, okay. But
uh I'm here. Um I was just
reflecting on um uh um
uh

now. its to agree with him. is
that uh is the moment but what
Definitely and out uh
ultimately define major Capture
uh is that uh where is we have
various commercial uh political
uh government and so forth
interests and what then finds
its way Uh it's the demands
they make uh uh the formal the
public interest or they are for
a private person business check
out and work with the same
event today in Zimbabwe. Even
tribal. We can also even think
about civil society or
capturing the media. We can. I
think even the other tip that I
thought uh in my mind. and this
post

They declared um you know and
declared so I think the issue
and it can be seen in very it
also means different things to
people. You know, it's um uh in
the context of that I think in
Zimbabwe right now, how much is
the uh The term is gaining
currency. We have not been with
impunity uh evidence of such
Capture The issues that are in
the power to me now

Tonight's of speculation. uh
splash of aromas and so forth.
So, uh you also mentioned at
the outset with you know, the
flesh

or So, there is a gap generally
uh to show us you know, the
extent to which Media Capture

manifest itself uh but at the moment uh um the issue. Uh is still out there. People need to discover what it really is.

Media, Capture, and what is not but there are other cases uh that possibly some people might uh might want to think about.

Uh

We again.

We hope you'll be able to

This connection is very bad.

Okay. So, if you can hear me, uh we um maybe you can adjust.

You know, this is Zimbabwe. You can adjust your position in the to trying to find out whether you can get a better. Yes. but in the meantime, what we're going to do is let's get a doctor to make some inflation.

Yeah. I'm sure there is some intrusion. Do you think you've the lord? let's see hear from Alexander. Thank you very much.

I'm Tawanda. Um I tend to compare with what I said in as much as is concerned. uh but I think uh in the current context, we have to apologize what we mean by Capture because outside of the realms of Capture, we we also have the manifestations of a journalism. uh across the divide. Uh the the powers that be no longer need to capture the media so to speak because in the newsrooms, we now have political so II wouldn't want to characterize that as uh but we have a certain people play in the newsroom as journalists where they are not Uh then there's

also something that should be
do um before you go and this is
a very important point when you
see because um in terms of
theology or of a major Capture
you are going to look at the
indirect Media Capture in video
of faith a major Capture when
you
editor. When you see a
journalist on the shop floor,
is self censoring because
there's a censorship or a and
then they've been deliberately
assigned to that disc of doing
whatever they're doing Um is
that not um in this you know,
if you're a virgin is being
paid or journalist manipulated
to report in certain
directions, Can we call it uh
Media Capture it indirectly not
even an implicit but The Yeah,
it's time. It's self
deployment. Uh is what um my
brother said, do we also have
self censorship. It's also
Brazil self deployment. Uh this
is the the this is self
deployment by journalists. They
just to deploy themselves at
the forefront maybe for certain
ulterior motives or certain
intentions or gains that they
can get and not necessarily
Capture. So you you you find
that the whole idea of Capture
has to do with the power. The
whole idea of Capture has to do
with the power outside the
Capture. We can interference of
the editorial but when we are
talking about Media Capture,
the agenda, the objective of

the year, is the political elite. They want to share a certain narrative. They wanted to consolidate to sustain and perpetuate. They stay in power and one of the ways to do so is to capturing the media to control the the narrative, to be charge of the narrative. The narrative that is good. That is the silent about criticizing them glorifies the narrative that he sees no evil. He is no evil, etcetera but we also have uh a lot in terms of our self censorship. Um I like to call it a journalism. We also have a self deployment journalists who are over they deploy themselves to fight for a cause even in which they do not know what that amounts to. Thank you. Those are my few marks. Okay, still on you.

You remember when uh we started off this uh conversation and I was giving a projects to the dialogue. I did mention something to the effect that scholarly research energy in terms of unpacking a Media Capture. Do you agree with that? Yeah. but III, do believe that something is happening uh in the beginning of the meeting. I saw um Wallace uh professor Wallace, I think they are better place They are well accomplished. The researchers but as much as also issues to do it, Capture are becoming tropical now. then, you'll find that research will also manifest in the current Uh in

the background, there were issues of standards, issues of our media control, Media ownership, regulation, etcetera. The research also moves with its trends. Unfortunately in Zimbabwe, the research trails behind the issues and the normal circumstances. It's a research that should set the agenda but not in Zimbabwe was in Zimbabwe. Research is desperately underfunded. We do not value research in general and Media researcher in in in particular, that's fine and then you also talk about the political elite for you. You seem like people the media Capture is done by the political. You know, what about the various ways to influence the media which does not necessarily amount you to capture because the commerce they do So by way of trying to protect or shield their interest When we're talking about the agenda here is power. It's a power agenda. So, when we want to look at Capture, look, no no other way than looking at the powers that be your carts, their connection to the political elite. It's all about money game Capture, his money game. there are certain ways they can do so through suffocate etcetera but the tropical context of Media Capture, which is under the spotlight in this debate If something to do with the power

you look at will get scandal.
How it rolls, how the editors
are in the ceremonial removed
and they kicked the upstairs.
That's Media Capture outside
that they could be the business
personnel. They they can
intrude in the media uh in
various ways of dreads,
marketing, etcetera. is about
to be powerful. The political
elite and they agreed and they
are, they do not want to be
disturbed in the of
accumulation, and plundering
state resources by way of uh
some sense publications or news
reports which it tends to
actually disturb their
projects. It's a power project.
Look at the in the scheme of
things when we're talking about
Media in Zimbabwe, the Capture
points to the executive, They
Capture points to the
government which is now like an
octopus dipping in each and
every respective media center
uh in Zimbabwe. So, if you have
a private player in investing
or Delta putting money in a
certain newspaper that's not a
it's about power, it's about a
political power so to speak At
least from my own perspective
is Alexander here. That's fine.
I don't know if um everybody's
uh um um concurring with uh
Doctor on on a caps are being
political power. Never miss a
power Capture.
He seems
to always be getting
into the whole into the whole

match at the end of the day.

Are you now? okay. You you
might want to respond to what
uh Doctor

Thank you very much. I tend to
disagree with uh with uh Alex.
uh on the uh
kitchen.

of

I'd like to believe that it can
be as broad as uh you know,
there are so many varied
interested. There are so many
levels. There are so many
people Uh you might want to
your power and so forth. So, I
don't think we necessarily have
to narrow it because there are
so many uh so so many
that are competing uh to use
the media illegitimately and um
informally uh and you know I'm
seeing, you know, people crying
Uh in

uh okay. Uh ones. So, we're
going that is correct. in
saying that, I think there are
so many many dimensions of Si.
I was saying you might want to
give you the what's going on.

Once again,

we'll come back to you
differently. Um can you please
uh come in and uh give us your
own input on this one. Hi, good
afternoon. Thanks a lot. Um by
the way back, I spent many
years in in in banking in
Zimbabwe and even though I
don't live in Zimbabwe anymore,
I still am involved in um in in
in in various affairs there. I
can say without a doubt that
Zimbabwe me has never been

captured and the narrow that the professor suggests is perhaps not very helpful. Um you know, be at the um the the NGO civil society sector which is predominantly funded from overseas with a particular agenda or local business interests who directly um have very specific interests or sometimes themselves or vehicles for other uh other political, you know, political interests and of course the government I mean, the government in every country wants to to to to manage the media. There's nothing necessarily

Um surprising about that and and I think it's it's it's a little bit strange to to to to hear this discussion about whether or not there's Capture in in in in Zimbabwe Media. I mean, I would have thought that the question would be is the nature of Capture useful for the development and and and and and for the for the uh progression of positive values in the society II. Don't know why why we're still debating whether or not it's captured and the other you.

I just interject and I think, you know, when I was um starting off this conversation, would you talk about the undesirable of um of Media Capture because II did say Media Capture has got

implications across the board.
Um this is not the kind of
Media Capture uh would never
have. um and and I think
there's unanimous in that uh to
say this *** DJ Capture and
let me just finish by saying uh
uh I think also some of it has
to do with a structure to me
and if we only regard the
images we seem to be in this
discussion around the
traditional newspapers,
etcetera. Um we missed the fact
that the the social media and
Twitter etcetera becoming even
more influential than the
traditional media forms and and
and Capture of those spaces. um
is much more difficult and and
and and provides lots of
avenues for the sort
discussions and discourse is
which are required to
development. So, in summary II,
don't know that there's any
dispute that that either by
civil society, by private
individuals, or government that
traditionally, Zimbabwe is
captured and there are lots of
opportunities across social
media for a new discourse.
Thanks. That's fine. That's
fine but you see this company
that but um I was actually
going to ask around the issue
of social media and it's a very
good thing that you are
bringing on board because um it
like we'd mostly on the formal
or mainstream media is being
captured but um but obviously,
I think it's also grounded to

see they have been attempts to capture or manipulate or control. Uh I'm not going to talk about ownership ownership of the social media. Yes. Now, if you talk about Facebook about Google, to all of our social media day but um but in Zimbabwe, you have seen some attempts to control the social media whether that's going to be through legislation or the implementation of laws that don't exist like we saw it. Let's say, let's say that one, I mean last year but when when you you you you get the media being blocked out or blacked out. Um we saw the same thing happening in Zambia during the elections and it seems like African governments are increasingly taking to the strategy of breaking the media, the social media during election time for whatever reason. Um this is we are, I don't know whether we would be give that apology of um of of um or or it's just legislation or what what but uh maybe just uh in passing um you might want to uh send a comment of that Um is that a question for me? Yeah. Yeah. That's for you. Yeah. Um listen, I think if we had this conversation 10 years from now, we'll be talking about, you know, who in the same same sorts of um narratives about control. The fact is that social media is a lot more open now. The the

people who own the media spaces certainly not interested too much in Zimbabwe um but but this will likely this will likely change. So it's so most social media outlets present opportunities for the sound of free flow of discourse which many people believe is necessary. for a progressive developmental agenda. That's fine. Thanks a lot for that. Can you just like briefly come in? Um and then maybe we'll try to teach once again. um no, teach you them to be annoyed and I'm going to place it Oh, thanks very much for giving me the opportunity to talk. Mm hmm. Uh my name is Mai. I'm merely joined this session as a concerned citizen of Zimbabwe. Mm hmm. However, I'm very much concerned with the manner in which the media has been captured by the current government. Doctor. put it more prudent when he pointed out that the powers that be will always make sure that nothing they're considered to meditate against their interest is ever uh published. We have had journalists who have been hounded and put in prison for exposing the road that we all see There is also the so called uh state media. the herald and the television is all about praise. There's no one who gets the the people whom we all know are very corrupt. Nothing is added on on that TV. Nothing is written in the Herald of the chronicle.

The cord was good. uh immediately after independence when uh my brother I was there and he actually exposed the most scandalous of all scandals. The mother of all scandals at Willow. then and we could also read stories about the power and then but ever since everybody started putting their hands in the cookie in the cookie jar that the market is a law which mud the the press, the out of the chronicle and put their own things their own people. So, it is an open secret that is uh the state in the uh the media in Zimbabwe is captured. There is nothing we don't need to hide. The fact it's a fact. it's captured period. Mm hmm. Thank you very much for letting me talk my mind. Thanks a lot. I think that uh that is very important. Um some kind of a summary on um what the other guys have said and uh and then of course you're just giving it a page. So, uh thanks a lot There's a question that is what that does. civil society have. Well, I think it's assuming that, you know, is in the courts of uh Media Capture. You can't make this blanket statements if there's anybody from civil society or anybody who's prepared to be talking about our civil society and the media Capture then um they're welcome to come in but the point is when I started, I said this less energy on the part of the

media civil society, the legislature, and the scholar to to to convey around them around So, if there's anybody from civil society here, we're prepared to be talking about um a civil society is doing to to to unpack a Media Capture. You know, they're most welcome but at this stage, uh let me just go to uh to pray for patience. Patience is now on board patients patients, can you just come in? Um I'm assuming that You've been listening to the inputs from the other participants. as well as um guys on the show floor. What do you have to say? What are your reflections on media education especially from the context of um media monitoring Well, it seems patients um is to be invasive at the moment. patients. If you are hearing me, um we were looking for this girl. She's not there. She's no longer there because of my my screen is not showing. It's not showing you that but I did talk to him on the phone and she said she was on board. So, um this is just rewind it back. and teach let's let's see if you are not better. Oh yeah. Oh yeah. Um thank you. Thank you. Um Tawanda. uh I think there is um uh an important intervention that you made uh around the social media Uh I thank you. Misdirected yourself a bit. Okay. Uh in um uh in talking about the regulatory, talking about the regulatory framework

or the regulatory efforts uh by government, you know, to regulate unnecessarily constitute Capture uh but what we have seen uh in on the social media spaces is that there are certain individuals certain social media accounts, certain influencers that are being paid or deploying themselves. school. Um you know, to to afford or to um to do certain things. I think you can call them pros, right? For example, if we years back a couple of years and um you know, one politician edgy. Uh you know, he's he's um uh his constituents to fight uh within the social media spaces, right? And from there, we see the development of the army or even both you know, that uh that puts a certain narrative and I'm sure in that uh that would constitute Media Capture. Uh we is that are either encouraged, sponsored, or funded, you know, uh by a forces that are unseen, you know, to push the same today. There are even some uh uh some comedians, there's some comedians would do skits, Uh there are some um uh some comedians who do certain political narrative. I think that uh they are not doing that. you know and we that. uh some of them. in forces. So, I'm sure that we would go to care. uh but I will really believe that if that were to regulate it would

constitute Capture. It's um
allow us to to regulate those
spaces not least because there
is a whole range of things that
can happen within the space
Yeah. So so I also want to
mention that uh the issue of uh
uh the issue of of culture. uh
does not necessarily, I'm sure
I wanted to reemphasize. I
don't think it necessarily have
to be political. on It can have
social. uh it can have uh it
can have undesirable or social
ends or political will to be
dominated by a certain tribe or
ethnic group in you know, there
uh you know,
agenda that would be political
or social.

It is
don't make right.

Unfortunatel
y, that will be
apologies for that. Yeah. No,
no, no, no. It's not even your
problem. It's a problem. Okay,
fine. In this case, let me just
walk over to me. You you you
want to say something, right?
Yeah. basically, I want to uh
just make an intervention in
relation to uh say although god
is speaking a Capture, I mean,
the ultimate goal in most
cases, that is it's always AA
political agenda that linked to
political power but it is
certainly I've no doubt about
it rather than that they can be
media organizations can be
captured for commercial
interests and it does quite a
lot. Uh just look in the in the

context of the local media.
There are certain big companies that you will never read anything negative about them and not that the media is there to write but simply because no one is willing uh to investigate them to cover them critically to look at their books, to look at their performance in the market because they are big advertisers in the media that's essentially uh end up shooting Capture because the editorial is captive to the commercial interest of those organizations. I want to refer you to a report that was done uh last year uh in the run up to world Freedom Day uh conference that is uh a 2020 uh produced the a new start uh in the world trends in the freedom of expression of the development series they produced is looking at states of the media globally and in certain selected countries. The report basically discusses the most the threats to editorial independence in the media and journalistic integrity around the world. Uh that report uh uh uh I recall it was called the uh reporting facts uh free from fear or favor. It provided the most comprehensive um overview of the ways in which uh independent policies are being undermined by political forces that is political external acts from the organization. any organizations and how a total

independence further undermined by decision makers within the internal structures of many organizations or individuals who are influential within media organizations. So, Media Capture is various manifestations and again, I want to proceed now, uh to say uh in to address uh another point that was raised by uh uh moments ago. That's a regulator control doesn't constitute a Media. It does of course uh the political elites take over uh independent regulator structures to control them to direct them. uh particularly in issue of licensing who gets a license and who doesn't get a license. I'll give you an example of the recent six television. a new television stations that were issued. those six licenses. I've repeatedly pointed out this as many other people have done that. those licenses we all know everybody who follows the current offense in this country does know that those licenses were issued to individuals or organizations that are willing to do the bidding for the current regime power. That's not a secret. So, what is happening is that the regime is trying to capture the media. There are various forms or metals uh of uh entry into that space of Capture that they use. They can use money to capture certain media organizations They can use political

corruption which is a method that we've seen. We've seen publishers being corrupted. I mean, it's a pretty obvious that Media exists. primarily uh to check on the of power. to see how it goes in the space of power. Use that power In other words, BJ is there to check a various manifestations of abuse of power but then it's publishers become part of the executive Then the ability uh to perform that function is crippled That is a manifestation of captured by political elites. So, regulatory control is another powerful weapon of Lydia Capture that we Zimbabwe. This is no longer a theoretical captured discourse. Actually, what is happening in this country and then for the public advertising, it does, it's used to control it because we're talking about undue influence on and therefore in content and therefore, narratives of what's happening in the country. So, public advertising is deployed towards Capture by determining which media outlet should public enterprises for instance, advertisements and all these other public entities where their advertising is to destroy It can be used as an instrument to capture editorials or particular organizations and therefore, influence uh uh their uh their their their editorial content uh influence what they

they put out there because one advertising is used that it then influences the financial model of that organization and that's This is a surviving. In other words, understanding its own political economists, internal political economy. It would then deploy. It's a total coverage and then the content that it generates in a particular way to suit agendas of those who are sustaining it. So, there are various forms. There are various structures that are actually being used right now. uh to uh capture a tutorial uh editorial um structures of organizations if not captured them totally to make them Capture but certainly unduly influence them in a manner that's still manifest itself. A scripture. That's the point that I wanted to make that intervention but that's if um a colleagues can get a hold of that. Uh it's a very useful approach because it does go into detail about the the phenomenon of Media Capture around the world but in the Zimbabwe case, we can see bras and political interference corruption. We can see a use of advertising, public advertising to do so. we can see taking over of regulatory structures. We saw in the story that you ask me to talk about Media Gates. That was done of public funds from the state security into the media in order to take over the media. So, there are

many forms and manifestations of Media Capture that we're sitting with. we're dealing with. we're experiencing and it's escalating. They are intensifying that this current government and that will get more ways as we go to the next election in 2023. Many things to me for that you know, um especially because you are you are agreeing with my own with my own or relating to those things um but that also flies in the face of a hotel. is a bit narrowed in terms of uh misconception of Media Capture but I think Media Capture goes beyond the political elites. It's it's um it expands across the board but what I'm still not hearing is about uh private com you to me you're talking about uh a publicist but the private com Is it not? a factor to the terms of like in the context of Media? No, I did refer to that right from the beginning. I've been referring to that. That's a commercial incense. Commercial interests be the public commercial interest but they have private commercial interest. They influence unduly uh how uh a media organizations around that is the insurance policies That is the content. That is how they deal with it. They engage their audiences and indeed that is how they contribute to public discourse and the narratives of what's happening in a particular country. So,

it's does include uh uh the private sector, The private sector is even worse when it comes to that. Our experience in this area is that uh the private sector uh you're as permission in certain companies but uh look, I'll refer you again to a report so that you can see the because it was empirical. There's a report that was done. Uh I can see professor Jonathan Moore is not here uh but If you are there uh the report he commissioned in 2013. it's spoke to the uh because journalists and media managers uh readers, audiences, and uh the companies themselves that is the corporate sector they were interviewed that it was found that there are certain big companies in this market which are never written by the media because they are the leading advertisers and those media organizations need them to be able to do the basics. In other words, to pay their salaries and just pay their costs. In other words, to have operating costs to pay the basic course, they those companies and therefore, they do not cover those companies excesses in the markets, how they deal with their customers, how they engage their audiences. It's never covered because they are the ones who are sustaining. They control the political economy of the media in this country and therefore, they have captured

the media in that sense. The the the policies. and they've captured a departments of the media because in order to capture Media, you need to capture a tutorial because otherwise, if you don't do that, the country would not reflect uh uh and they're in sync with their agenda which is what you need to do uh when you want to capture an organization, you seek to influence how they how they how they write, what they like, and what they they put out to the audiences and how they put in what format. In other words, uh the the packaging of the of the of the the content and it's distribution because the influence of Capture cascades throughout the valley not just at one point of the value chain. It goes through penetrates the whole value chain and therefore, you end up with the media organizations. That's a are simply doing the bidding of particularly powerful interests. Those powers, they can be political, They can be commercial, they can be individuals well organized in order to influence a particular a group of media organizations and then just briefly on the issue of um the online journalism, the digital journalism, the digital journalism, It can also be captured but uh because most of the time, it's not really properly institutionalized and

organized. Uh what it does is it creates it's all uh when the media organizations that are captured uh people then try to find the alternative like what's happening in the Zimbabwe market today number of news makers or sources, they realized that the conventional media organizations, the big media organization, there are certain things they don't write. So, what do they do? They look for alternative platforms. This is where we're at. They begin to see that certain things we have heard in our short lives and right now, for instance is the usual. We've had so many forces walk ins. Now, we'll come and say, I've been to all media organizations in this country for months. Doctor Mendoza can be a witness to this obviously without exposing the source because only recently, one source came, he had been all over the place for me. The organization they were refusing to write that story. You know why? Because it's it's a big telecom company in this country which is a big to the conventional Media. That story was not written until we wrote it. Mm hmm. What did I tell you? Well, That's the II hear you on that to me, unfortunately III would I would have to cut this short on that. Uh but you you deposit very very immaculate now so to speak. I would have wanted to

go back to doctor for some but
um in the interest of time
because we are left with less
than a minute now, I think we
just need to leave it there but
um from where I'm standing now,
I'm just going to say that you
know, this has been really
robust. Uh the the input from
from everybody whether the
panelist of the floor.
unfortunately, we couldn't get
pictures of what uh we're just
like marvelous. So, at this
stage, let me just like um go
back to Doctor Mendoza so that
he can give us some some uh
some summarizing um statement
on um on what we've been doing
today with this particular
dialogue. No, I won't. I won't
try. Uh I won't try and
summarize it all. I think it
was an interesting discussion
and uh I think uh the
interventions by Lucero and uh
more or less uh the debate and
I may say so and I think that
the Es summarize it very well.
The state Capture cannot be, I
mean, this uh Media Capture
will not be confined to go
alone and one must look at the
at the power of Commerce and in
this country, and the example
he gave just now which I'm
familiar with is legion because
very few Media houses there. Uh
tassel with some of these big
companies It's often easier to
tussle with the government and
the private media is doing
that. a very good job in that
respect. but you don't find the

same kind of uh interrogation of these big companies uh that control our economy uh and so I think that we we're going to return to this debate at some stage and I think the point made very clear that you have independent media that concept uh we have to look at the various influences and there'll always be influences on the media So, I'd like to thank you uh Tawanda and uh your organization information for development and trust for partnering with us and putting on the agenda a very important subject We're really exhausted to do the discussion but I think we can come back someday. It is recorded. It's on Facebook. YouTube and you'll be transcribed into the policy statement. a policy brief reflecting some of the main points made during this this discussion. So, I'd like to thank you again and to remind you that next week, we have a book launch uh uh remembering Mugabe. is politics is life. is the ideology and to be the occasional to discuss the nature of during Gabe's time, post a cool and what uh what it would look like as we go towards 2023 and beyond. So, we invite you next Thursday What is the dialogue? We'll have the editors of the book. Uh this is Richard. and his colleagues and we'll

have discusses such as um
and that's next Thursday. Thank
you and good night. Thank you.
Good night.