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MEDIA AND SOCIETY STUDIES DEPARTMENT

Great Khali or opportunist? *The Herald's* framing of Kalisto Pasuwa's coaching credentials prior to and just after guiding Dynamos FC to their historic fourth consecutive PSL championship in 2014

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**THE DISSERTATION IS SUBMITTED TO THE DEPARTMENT OF
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SOCIETY STUDIES**

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DECLARATION BY STUDENT

I, **Johannes Nyamayedenga**, hereby declare that this dissertation is my original piece of work that has not been plagiarised or previously submitted to any other University. I declare that proper citations and acknowledgements were done in accordance with copyright law and that ethical considerations have been strictly adhered to in writing the dissertation.

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CERTIFICATE OF SUPERVISION

I hereby certify that, I personally supervised this dissertation in accordance with departmental regulations and the University's General principles and regulations. On this basis, I confirm that the dissertation is examinable.

DEDICATION

I dedicate this Degree to my wife, Anna Nyamayedenga for the support and encouragement she rendered to me during the period of study. I also want to pay special tribute to my mother, Serina Nyamayedenga who brought me up and supported both my primary and secondary education under very difficult circumstances.

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I appreciate my loving God who made it possible for me to sail through and complete my studies in a period which was characterised by many temptations and difficulties. I thank you my Lord. Continue giving me energy, wisdom and guidance to prosperity and greatness.

During the course of the study, I encountered many challenges especially when I was in my final year. One incident which threatened to derail my study was a fire which gutted my newly built house in Marondera's Rusike residential area. The fire destroyed everything I had acquired in my 20 year working career. The fortunate part was that my wife and children escaped unhurt and I thank God for that.

When I made a decision to drop out of the university in view of the devastating fire, I received words of encouragement from two of my lecturers, Dr Lyton Ncube (who eventually became my supervisor) and Mr Albert Chibuwe. They encouraged me to show resilience and continue with my studies. I also pay tribute to Dr Ncube for availing enough time to guide me during the course of the dissertation writing. He was friendly but very strict in his supervisory role.

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ABSTRACT

Football or soccer is the most followed sport across the globe, Zimbabwe included. It is plausible to submit that football has evolved from being a mere source leisure animating lives of millions across the world, to become both big business and an industry. While there is a significant number of studies exploring the nexus of football, politics and identity in modern Zimbabwe, studies on the interface between football and communication media are scarce. Dynamos Football Club, Zimbabwe's most successful Premier Soccer team won four consecutive league titles from 2011-2014, under the guidance of former player and coach Kalisto Pasuwa. The success story attracted significant media attention across Zimbabwe's media spectrum. This study largely informed by the framing theory, thus systematically explores the framing of Kalisto Pasuwa's story in *The Herald* newspaper. Of specific interest to the dissertation is how exactly did the state controlled daily newspaper constructed Pasuwa's coaching credential before and just after guiding Dynamos to their fourth consecutive league title in 2014. Methodologically, the research is largely qualitative utilising an interpretive prism. Purposively selected articles on Pasuwa published during the period under study were subjected to critical discourse analysis and semiotic analysis. Purposively selected sports journalists from the newspaper were also interviewed to complement findings from analysed texts. Empirical data collected by the study suggest that Pasuwa's identity and coaching personality was fluid during the period under study. In essence, most stories portrayed him as a coaching genius in Zimbabwean history. However, though to a lesser extent another discourse could be noted downplaying Pasuwa's achievement, suggesting that he was a mere opportunist.

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ACRONYMS

AFP	Agence France Press
AIPPA	Access to Information and Protection of Privacy Act
BSA	Broadcasting Services Act
CDA	Critical Discourse Analysis
FC	Football Club
FIFA	Federation of International Football Association
LOMA	Law and Order Maintenance Act
ISA	Ideological State Apparatus
MDC-T	Movement Democratic Change – Tsvangirai
PSL	Premier Soccer League
POSA	Public Order and Security Act
UNICEF	United Nations International Children's Fund
WWF	World Wrestling Federation
ZAMPS	Zimbabwe All Media Products Survey
ZPC	Zimbabwe Power Company
ZANU PF	Zimbabwe African National Union Patriotic Front
ZIANA	Zimbabwe Inter-Africa News Agency
ZIMPAPERS	Zimbabwe Newspapers

CHAPTER ONE

1.0 Introduction

Football is the most popular sport in Zimbabwe just like elsewhere around the world (Zenenga 2011; Ncube 2013, 2014). The world's most followed sport is not only popular with the fans, but the media and the business community as well (Pannenburg, 2010). Politicians are also among those who love and support the popular sport. Television, radio and of late internet all compete to give coverage to football events.

This study submits that just like in the world of politics where the media produces heroes and villains (Negrine 1989), the same is applicable in the sporting world. It has been asserted that the media are largely, conduits for framing and shaping 'reality'. One of the principal theorists on framing Goffman (1997), notes that frames are conceptual pillars that guide our understanding of phenomena. In essence, frames enable us to organise situations that we encounter, to categorise and understand them within the context of a previous concept that we hold, and to act upon subjects or objects based on those frames (Goffman 1997). Importantly, frames are persistent, enduring and re-occurring and the media use frames to develop story patterns over time.

Media scholars have asserted that every reality is a construction (Hall, 1997). In that context, this study grounded in the framing theory or representation, systematically explores how *The Herald* mediated Kalisto Pasuwa's success story after successfully guiding Dynamos Football Club to a fourth consecutive league in November 2014. Such a feat is yet to be achieved by any Zimbabwean coach (Kausiyo, 2014; Sharuko, 2014). The dissertation pays particular attention to how Zimbabwe's highest circulating publicly owned but state controlled daily newspaper, *The Herald* framed, produced and re-produced the image and personality of Kalisto Pasuwa particularly his coaching credentials towards the end of the 2014 Premier Soccer League (PSL) season. Moreover, the study also attempts to unpack forces behind the 'making' and 'unmaking' of Pasuwa by *The Herald* newspaper during that period

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1.1 Background to the study

This study mainly focuses on discourses about making or and unmaking of former Dynamos Football coach Kalisto Pasuwa's image and coaching credentials before and just after guiding the Harare giants to a fourth consecutive league title in 2014. Of particular interest to the study is how discourses concerning his coaching capabilities were framed by *The Herald*. However, it is beyond the scope of this research to find out the attitudes and perceptions of football fans or supporters concerning mediated discourses surrounding the Kalisto Pasuwa success story.

Dynamos Football Club, arguably Zimbabwe's most successful football club was formed in Mbare in 1963 by a number of people who include Sam Dauya, Richard Chiminya, the late Obadiah Sarupinda, Freddy Mkwesha, Jairos Banda, Denver Mahachi, the late Morrison Sifelani, Shacky Chitimbe, the late Danny Bricks Thomas, the late Josiah Akende, and the late Patrick Amato Dzvene among others (Chiweshe, 2011; Zenenga, 2012; Ncube, 2014).

The formation of Dynamos Football Club came into effect when two white dominated and racists football clubs, Salisbury City and Salisbury United were disbanded in 1962 (Chiweshe 2012). This created an opportunity to have an all black football club to compete against the white dominated teams such as Salisbury Callies in a bid to address the segregatory and racial nature of the white minority soccer clubs which was common in football during the colonial period. This study has no interest in researching about the history of Dynamos Football Club and neither does it intend to focus on the successes or shortcomings of the club. Rather, the dissertation is confined to researching *The Herald's* mediation of the Kalisto Pasuwa success story at the end of the 2014 Zimbabwe's Premier Soccer league season. Pasuwa, a former Dynamos football club midfielder in the 1990s, was appointed Dynamos FC head coach in 2011 and the contract ran up to 31 December 2014. During this period, Pasuwa successfully guided Dynamos FC to four consecutive league titles, to become the first coach in modern Zimbabwe to make such an achievement. While Dynamos football club has often been dubbed 'great coaches production machine' (Sharuko 2013), for arguably producing great coaches in modern Zimbabwe who include Sunday Chidzambwa, David Mandigora, Moses

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Chunga, Taurai Mangwiwo among others, it appears Pasuwa went beyond what had been defined by the media.

The media are at the nexus of creating heroes, celebrities and villains in the manner they report on players and coaches in the footballing world. McChesney (2008) is of the view that the mass media and sport cannot be separated as they rely on each other. In addition to creating heroes and villains, the media sets agenda (McCombs and Shaw 1972) which will result in people believing what has been published or broadcast. The mass media also give nicknames to soccer players and this has resulted in supporters calling the names. For example, former Dynamos striker Vitalis Takawira was nicknamed 'Digital' during his hey days in the 1990's while retired Caps United forward Alois Bunjira was referred to as a dribbling wizard. Some retired players whose nicknames became popular than even their actual names included Never Chiku of Caps United who was better known as Maswerasei on the pitch. The name was referring to a lion which terrorized villagers in Karoi area in the 1990's. Carlos Max who also played for Caps United was nicknamed Muzukuru while David Mandigora who played and coached Dynamos was known as Yogi while the same mass media nicknamed George Mangwandi of Caps United as Zupco. The mass media has gone to the extent of giving nick names to coaches and clubs in their manner they construct individuals and clubs. During his coaching time at Dynamos, Marimo now Chidzambwa was nicknamed Mhofu while Moses Chunga who at one time coached the same club and many others is still popular with the nickname Bambo. In the English Premier Soccer League, Chelsea manager, Jose Mourinho has given himself a nick name, "The Special One." The nickname was popularized by the mass media. Pasuwa was also nicknamed Ras by some supporters who refer to his playing time when he wore dreadlocks.

McCombs and Shaw (1972) submit that it is the mass media that set agenda in the manner they create public awareness and concern of salient issues. According to McCombs and Shaw (1972) the press and the media do not reflect reality; they filter and shape it, leading the public to perceive those issues as more important than other issues. Importantly, the framing theory or second level agenda setting, provides useful lens for better understanding of how media power is realised through construction of social reality.

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assumes that journalists deliberately or unwittingly determine the frames to use in a news article. It is the assertion of this research following on McCombs and Shaw (1972) Pasuwa's success story was also shaped by various forces and filters which influenced the re-imaging of Pasuwa during the period under study.

This dissertation thus is an attempt to critically explore how *The Herald* newspaper framed the image and personality of Pasuwa and circulated it to public discourse just before and soon after guiding Zimbabwean premier soccer league champions Dynamos Football Club to their fourth consecutive league title. Of particular importance to the dissertation is to find out the diction used to mediate Pasuwa's success story, the framing of his coaching tactics among other salient issues. In other words, the main research question to be answered by this study is: How exactly did *The Herald* re-constructed and re-imaged Pasuwa's coaching credentials just before and after guiding Dynamos to their fourth league title?

1.2 Justification of the study

Despite the importance of football in Zimbabwe, apart from being a source of entertainment, but also as an industry, many scholars and academics have not taken it as a 'serious' discipline that deserves systematic academic interrogation. Very few studies have explored the discourse of football in contemporary Zimbabwe particularly exploring its interface with ethnicity (Ndlovu-Gatsheni 2009; Mhlanga; 2013, Ncube 2014). Moreover, some of the studies relating to the discourse of football are mainly confined to the analysis of interplay between football and politics (Stuart, 1995; Zenenga, 2012; Willems, 2013; Ncube 2014). Little however, has been said concerning the interface between football and communication media in Zimbabwe. Thus a gap remains.

The 2010 FIFA World Cup in South Africa accelerated the growth of football scholarship on the African continent as well as Zimbabwe, taking a media centric slant. The Chari and Mhiripiri (2014) edited book on the 2010 world cup in South Africa contains some articles which focus on African and global media narratives on the World Cup. The study submits that there is need to also cast and embark on studies which look at successful activities in

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Zimbabwe. Thus it becomes necessary to study how Pasuwa was framed by the media in the period under study.

The selection of *The Herald* newspaper ahead of other publications in Zimbabwe equally needs justification. It has been asserted that *The Herald* which is publicly owned but state controlled daily newspaper has the largest circulation in Zimbabwe and its sport coverage is next to none (ZAMPS 2014).

The study seeks to complement available literature on football albeit taking a media centric approach grounded in the framing theory by exploring how the media participate in the construction of heroes and villains in sport particularly football. *The Herald's* mediation of Kalisto Pasuwa 2014 coaching success story is at the heart of this research.

1.3 Statement of the problem

The Herald newspaper re-imagined and re-imaged Kalisto Pasuwa's coaching credentials before and just after guiding Dynamos Football Club to their fourth consecutive league title in 2014. It is therefore in the interest of this study to establish whether Pasuwa was a hero or just a mere opportunist.

1.4 Research objectives

By the end of the study, the researcher must be able to;

Explain how *The Herald* framed Pasuwa's coaching credentials prior to and just after guiding Dynamos Football Club to their fourth consecutive league title in November 2014.

Explain any similarities or differences on the image and personality of Pasuwa's image on how it was [re]produced and circulated by *The Herald* prior to and just after guiding Dynamos to their fourth consecutive league title.

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Explain forces behind the construction of Pasuwa in *The Herald* during the period under study.

1.5 Main Research Question

How did *The Herald* newspaper frame Kalisto Pasuwa's coaching credentials prior to and just after guiding Dynamos Football Club to a fourth consecutive league title in November 2014?

1.6 Sub Questions

What are the similarities or differences on discourses used to construct the image and personality of Pasuwa by *The Herald* before and just after guiding Dynamos football club to their fourth consecutive league title?

What are the forces behind the construction of Pasuwa's coaching credentials in *The Herald* newspaper during the period in question?

1.7 Scope of Study

The study analyses articles from *The Herald* as from 3 November 2014 up to the end of the PSL season when Dynamos Football Club won their fourth consecutive PSL title. The period in question was the climax of the title race as teams occupying the first, second, third and fourth positions on the logo jostled to undo each other to win the championship. The purpose of the study is therefore to investigate Pasuwa's image and personality as framed and reflected in *The Herald* to ascertain his true position. The study is not interested in investigating Dynamos Football Club as a team and previous achievements or shortcomings of the team and other coaches of the Harare club before the arrival of Pasuwa to take up the post of head coach.

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1.8 Limitations of the study

The study is restricted to the coverage of only one newspaper, *The Herald*, during the period stretching from 3 November to the end of the 2014 premier soccer league. Other newspapers have not been included in the study and this may result in a bias since views from other newspapers have not been considered. Thus findings of the study cannot be generalized over the Zimbabwean media landscape but are just specific to *The Herald*.

1.9 Structure of the study

This research is comprised of six chapters. Chapter one introduces the study locating it in the ongoing scholarship conversation on the nexus between sport particularly football and communication media. The next is chapter two which extensively reviews literature related to the study and at the same time discussing the theoretical framework of the study. Then chapter three is the next which looks at the methodological approach while chapter four presents and discusses the organizational structure of *The Herald* in relation to the phenomenon under investigation. This is followed by chapter five which qualitatively presents and critically analyses findings of the study. The last sixth chapter serves as the conclusion to the study. Chapter six makes recommendations to The Herald and a possible area of study in future.

1.9.1 Conclusion

This chapter has introduced the study providing background to the research, its significance, as well as research objectives and research questions. The following chapter reviews literature and discusses the theoretical framework of the study.

CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.0 Introduction

There is a significant growing body of literature focusing on the nexus between media and sport across the world, Zimbabwe included. In light of this development, this chapter critically reviews related literature to the study. The framing theory which is the principal theory informing and guiding the study is also discussed in the same chapter.

2.1 Literature review

Literature reviewed in this chapter, is discussed using a thematic approach, which I found relevant to the study. A literature review gives an overview of what has been said by key scholars and existing theoretical works in a related study as a way of acknowledging the works of other scholars who have researched on a similar topic (Leedy 1997). The review is carried out to point out a gap and cover other areas which have not been identified or noted by other scholars whether intentionally or unintentionally.

Many scholars have written about football and the mass media focusing on different themes among them football and celebrities (Kunzler 2012; Foster 1960), football and ethnicity (Ncube 2014), football and gender (Phillips, 1997; Mikosza, 1997; Chikafa 2010), football and politics in Zimbabwe (Zenenga 2012). While many scholars have researched on such themes as mentioned above, little to nothing has been said concerning the role of the mass media in constructing reality of sport personalities such as coaches by the media in Zimbabwe. Therefore my study is justified to examine how *The Herald* framed, re-constructed and re- imaged Pasuwa's coaching credentials and personality just before and soon after guiding Dynamos Football Club to win the fourth consecutive Premier League title

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in 2014. Literature in this chapter is reviewed under four major themes namely: media and reality in sport, football and gender identity, football and ethnicity, and football and politics.

2.2 The media and reality in sport

There is a growing body of literature focusing on the discourse on media and construction of reality in sport. This literature straddles across European, American, Asian and African countries, Zimbabwe included. The discourse on media and reality in sport explores the issues on the making and unmaking of elite sporting stars and the conferment of heroic status on sport personalities and even the framing of individual sportsmen and countries (Whannel, 1999; Smart, 2005; Andrews and Jackson, 2001; Giulianotti, 1999 ; Tulle, 2014).

It has been further asserted that the mass media play an important role in the construction and deconstruction of football stars or celebrities (Künzler 2012). Berger and Luckman (1996) are of the view that the making of reality is within the daily socialization of the human society. Studies on celebrities the world over point to everything as a construction of reality hence nothing seems to be original but rather a creation of reality (Hall, 1997; Weber, 2002; Hall, 1997) argues that society only knows the world through re-presentation of reality by the mass media. Football events like the World Cup, the Olympics, European Championship and African Cup of Nations do occur and exist but people know about them independently because of representation by the media.

There exists an extensive literature that analyses the conditions that have made possible the emergence of the phenomenon of the sport stars and the media and how to understand its significance. Smart (2005) argues that sport is an industry driven by the urge to make money. Propelled by globalized consumer capitalism (Andrews and Jackson, 2001), the media play a crucial role in fostering the process of sport star making. Media actors generate compelling narratives and images that transform athletes into sport stars, heroes and celebrities. Sport stars are shown to embody a range of values that resonate widely and transcend national and

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cultural barriers hence they become transnational and flexible, penetrating local identities and fostering 'new forms of belonging (Giardina, 2001)

Sporting heroes also transcend the mundane of everyday life (Archetti, 2001). Through the mass media sporting heroes offer their audiences a spectacle, in some cases a melodrama, crystallizing 'ideologies and offering contextually grounded maps for private individuals as they navigate contemporary conditions of existence' (Marshall, 1997). From this understanding, Marshall (1997) places emphasis on the role played by the mass media in celebrity-making. Reference has been made to the higher profile of elite athletes and how the media have been instrumental in bringing this about. However, personality creation is only one of the ways in which the media influence and direct the sporting experience for their customers. This structuring of knowledge, messages and meanings inherent in media sport products has become an increasingly researched and significant area of interest (Lawrence and Rowe, 1986; McKay and Rowe, 1987; Sage, 1990; Whannel, 1992). It is a field of enquiry that encompasses interest in the ideological content of sports coverage and reporting and, in particular, how this reflects the dominant values and ideology prevalent in society.

A case study of media reports and biographical material has been carried on two sporting personalities, Roger Federer, a Swiss tennis player, and Lance Armstrong, an American cyclist. Federer had been in the top three male players in the world for 10 years scoring a range of records, including winning the most prestigious Grand Slam tournaments. His performance was framed as longevity, a numerical concept, and described using hyperbolic language of superhuman qualities: apparent effortless, quiet artistry, genius, maestro or maître, Olympian calm. However, by 2010 his winning tally appeared to be slowing down and thus his ranking was under threat and therefore went on to lose to Jo-Wilfried Tsonga in the quarter finals a defeat that was widely perceived as significant (Bowers, 2011), Armstrong on the other hand, had at age 33, exceeded expectations by winning the Tour de France (TdF) a sixth time in July 2004, thus breaking a famous record with the media using all the describing him as the fastest cyclist. In 2005, the cyclist's performance and achievement was beyond the reach of any other cyclist before him. While the media tend to

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make and unmake sport personalities and confer hero status on sporting stars, like the way Federer and Armstrong's images and personalities have been raised by the mass media, a gap still exists on how the coaches of sports stars in football are framed. However, my study is focusing on exploring how the media framed, represented and reimaged the personalities of coaches in view of the way former Dynamos head coach, Kallisto Pasuwa's credentials were portrayed by the mass media particularly *The Herald*..

The mass media also play a role by making and creating heroes or villains in the manner they cover sport personalities such as football players (Andrews and Jackson, 2001; Giulianotti 1999 ; Tulle, 2014) In Africa, a renowned football personality, Didier Drogba of Chelsea and Ivory Coast is described by the mass media as one of the greatest footballers of his generation and one of the best strikers in the world (Adebajo 2010). The striker is described as strong as a bull, fast as a cheetah, stealthy as a panther who scores goals with both feet, a great header of the ball who has a dazzling close control and magnificent first touch, whether by chesting or bringing the ball down with his feet (Adebajo 2010). Not only does he score goals, but he unselfishly sets up countless opportunities for teammates and leads the forward line guile, aplomb and fearlessness (Adebajo 2010). The same description by the mass media goes with other African players like hard tackler Yaya Toure of Manchester City and Ivory Coast, Andre Ayew of Ghana and Marseille and Nigerian Brown Ideye who plies his trade in the English Premier league side, West Bromwich Albion. Rojek (1985) distinguishes between different kinds of celebrities with some that are based on descent (ascribed) and others based on personal accomplishments and talents (achieved) and that which are represented as exceptional by cultural intermediaries. Stereotypes can be a product of media construction of reality since the media wants people to think in a certain way. Media construction helps to make sense of the confusion of reality but can also further lead to misunderstanding and prejudice (O'Sullivan, 2003 and Fourie, 2007). Therefore this assertion clearly explains that the media are active constructors of heroes and celebrities Rojek (2001) cited in Kunzler (2012).

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The role of the mass media in the construction reality, imaging and framing in the sporting field does not only focus on individual players but clubs and the countries are equally considered (Baller 2012). The use of cartoons, adverts and comics in newspapers has been common during the time when one of Africa's rising giant in football, Senegal qualified for the 2002 Africa Cup of nations and the qualification to the FIFA world cup hosted by South Korea and Japan (Baller 2012). Senegalese national football team, popularly known as the Lions of Teranga, achieved worldwide fame and recognition among other African teams in 2002, when the country first faced Cameroon at the 2002 African Cup of Nations Final in Mali. Only a few months later, the Senegalese Lions made history by winning the opening match of the FIFA World Cup in Korea/Japan after beating world champions France (Baller 2012). The team progressed to the second round, where they also accounted for Sweden on a golden goal, and thus became the second African team to reach the finals in World Cup history, after Cameroon in 1990 and before Ghana in 2010. The Senegalese squad was one of the most surprising successes of the 2002 World Cup, all the more so as it had not previously been very successful (Baller 2012). The team had collected only a handful of regional West African cups and had reached the quarter-finals at the African Cup of Nations no more than three times, and the semi-final only once, since the creation of the team in 1960 and its affiliation to FIFA two years later. This lack of achievement had caused a decline in support from Senegalese fans however, this changed dramatically with the double success of 2002, which created huge public euphoria in Senegal and among the Senegalese diaspora. Senegalese supporters and fans stormed to the streets of Dakar, Paris, New York and other countries to celebrate the victories, according to Baller (2012). The Senegalese media coverage was full of colourful pictures, enthusiastic praise and captivating advertising. The newspaper cuttings inscribed the events in the public memory and contributed to the construction of a national discourse (Nyamnjoh, 2009).

Still in Africa, the first national team from sub-Saharan Africa to qualify for the final phase of the World Cup, Zaire now the Democratic Republic of Congo had a disastrous trip to the Federal Republic of Germany in June 1974 Dietschy (2012) as they lost all of their group matches by wider margins.

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While literature is convincingly pointing to the mass media as the major player in creating celebrities and representing reality in football in the manner they report and the type of language they use in describing players, little exists in terms of scholarship on the media and football in Zimbabwe. This study thus benefits from insights made by other African related studies to help build what can be perceived as Zimbabwean Cultural Studies. Thus I look at the role of the mass media particularly *The Herald* in the framing, re-imaging and reconstruction of personalities of coaches focusing on Pasuwa's coaching credentials during the period when he guided Dynamos Football Club to its fourth consecutive premier soccer league title in 2014.

Despite the scarcity of studies on media and sport in Zimbabwe, the study also benefits from literature focusing on the FIFA 2010 World Cup. The fact that South Africa is geographically closely located to Zimbabwe, justifies the case. In their edited book focusing on the FIFA 2010 World Cup, Mhiripiri and Chari (2014), systematically explores the trajectory of western media coverage of the 2010 World Cup which pointed towards the unchanging image of Africa in the eyes of the West. The coverage came from afro-pessimism and neo-colonialism (Czegledy, 2010; Hammett, 2011). From Mhiripiri and Chari's assertion, the coverage of the African teams was negative and this even attracted the anger of the FIFA General Secretary, Jerome Valcke who accused the mass media in England and Germany for leading a wave of negative publicity of the world cup (African Media, 2010). In Germany for example, the coverage of South African subjects was often full of Eurocentric and stereotypical content (Hebensteit, 2010). Most scholarship tends to focus on how the western media narratives help create the image of Africa as the 'Other', a subaltern continent where conflicts, poverty, crime and several vices occur frequently. This means that the mass media, largely, are the conduits for framing.

During the bid by South Africa to host the 2010 World Cup, the country was under a barrage of criticisms and smear campaigns being represented in the foreign media as a country with no capacity to host the world cup due to poor infrastructure, the nature of violence, crime and

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xenophobic attacks (Bolsmann 2012). The Observer (2000) newspaper, quoting , a member of England's 2006 bidding team, Bobby Charlton criticised South Africa stating that a "World Cup given to a country at the wrong time would be a disaster," The Observer (2000). In 2000, South African high commissioner to Britain Cheryl Carolus wrote to the British government complaining about 'vitriolic' attacks and 'negative campaigning' by supporters of the English bid (Bid book 2010) In September 2006, Franz Beckenbauer, the chairperson of the organizing committee of the 2006 World Cup held in Germany, remarked that 'the organisation for the World Cup in South Africa is beset by big problems which were not South African problems but African problems (Bolsmann 2012, BBC, 2010). Beckenbauer's comments were not isolated remarks but part of a broader concern of negative representation and framing of South Africa as having no ability to host the world cup which was particularly evident in the foreign press (Bolsmann 2012). Other incidents which the foreign media used to frame South Africa's ability to host the event were the attack by the Front for the Liberation of the Cabinda gunmen on the bus carrying Togolese national team players in Cabinda, Angola in 2010 killing three sportsmen (Bolsmann 2012). In its way of framing and representing South Africa as a country with no ability to host the world cup, the British tabloid the Daily Mail posed the question: 'If Angola can't keep players safe from terrorists, can South Africa protect the world's biggest stars in the summer?' Such kind of representation of Africa and its people is a typical work of the mass media to construct reality as stated by McCombs and Shaw (1972) that the media do not reflect reality; they filter and shape it, leading the public to perceive those issues as more important than other issues.

However, while South Africa was represented negatively during the world cup by the western media, my study is not exploring the discourse surrounding the framing, construction, representation and re-imagining of the country and Africa and as a continent, but rather looking at how the media frame, represent and re-image the profiles of coaches like the way the former Dynamos head coach Kallisto Pasuwa's coaching credentials were portrayed by the mass media. To be specific, while building on this body of scholarship on African football and the media, this dissertation has no interest to pursue the discourse of the FIFA 2010

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World Cup in the media. The study explores how Pasuwa was framed in the Zimbabwean press before and after a moment of guiding Dynamos FC to PSL success.

2.3 Football and politics

Football, a sport described as a beautiful game by the mass media the world over, does not only bring excitement to supporters and fans on the terraces but transcends to political leaders in government and those in charge of political parties. These politicians use the game of football as a propaganda tool to control the masses, promote and advance their interests and ideology (Panneborg, 1976 Alegi, 2004; Giulianotti, 2004; Zenenga, 2012; Ncube, 2014;) Since many countries have become physically, emotionally and mentally invested in sport particularly football, politicians are using the beautiful game as a hegemonic and ideological approach to express national identity, propaganda management, to hide their evils against people and to promote their interests and continued stay in power (Almog, and Taylor (2009)).

From the Gramscian (1926) theory of hegemony, capitalists or the ruling class in the industrial and mechanical age used hegemony to infiltrate people's minds and exert their domination to consolidate and perpetuate their authority. In the contemporary world, the same ruling class who are politicians using the same hegemonic and ideological tactics to express their interests. Furthermore, a central concept in Althusser's (1971) theory of ideology can best describe politicians' tactics on the control of the people through ideological state apparatus. Ideology, a concept by Althusser (1971), is described by Strinati (1995) as a representation of the imaginary relationship of individuals to their real conditions of existence and interpellation of individuals as subjects, a system employed by politicians to subject the masses to think and behavior in a certain way. Althusser's concept of ideology extends to Ideological State Apparatus (ISA) which refers to social institutions such as the family, education system, trade unions, church, sport and mass media just to mention but a few, where the politicians get full control of the people to rule them by consent.

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The use of football by politicians to advance their interests is common in many European, African and American countries, Zimbabwe included. In Europe, during the era of the dictatorships that plagued the continent from the 1930s to 1950s, the link between soccer and politics was extremely visible (Almog and Taylor 2009). The end of World War I instigated great political unrest throughout Europe with severe economic troubles that prevented democracy from flourishing in many nation states leading to some European countries to turn towards authoritarian regimes. (Almog and Taylor (2009). According to Almog and Taylor (2009), in Germany, Adolf Hitler gained power through democratic means and went on to strip away the rights of people that did not fit in his master Aryan race while in Italy, Benito Mussolini was a proponent of fascism who improved the economy and tightly controlled the Italian culture. Furthermore in Russia, Joseph Stalin carried Vladimir Lenin's legacy and brought communism to the Russia country and later expanded communism's influence to Eastern Europe. In order to promote communist economic policies in the Soviet "sphere of influence," severe control of the state apparatus was required and in all these regime styles, the dictators attempted to control all aspects of life ranging from the economy, entertainment and sport. Sport, particularly football, was used as a mechanism to showcase the "success" of these regimes to the rest of Europe (Almog and Taylor 2009)). Mussolini and Hitler were quick to showcase their athletic teams. Stalin, on the other hand, wanted to be sure of his national team's success in international competitions. In 1978 World Cup in Argentina, the country's ruling dictators used football to show the rest of the world that there was harmony and peace under their leadership. The idea behind using football was meant to sway people's attention on issues of substances such as the exploitative nature of politicians and concentrate on the excitement of football.

Just like many countries the world over, Africa was first introduced to formal football through European colonization as an instrument for colonial control Greenstreet et al (2009). The missionaries who are described by scholars as the forerunners of European rule and conquest brought with them the Bible and built mission schools and hospitals where football was introduced as a formal sport. According to Greenstreet et al (2009), missionaries promoted football, believing it to enforce obedience and cooperation of natives with settlers

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and at the same time maintaining an environment favorable for continued European presence. Referees and administrators of the game remained whites, a strategy meant to maintain control of the natives through football.

Inevitably, Africans seething from the cruelty and exploitative nature of colonialism later formed their own football teams in an effort to liberate African teams from European regulation. This, according to Greenstreet et al (2009), meant that football provided a vehicle for expressing indigenous aspirations for the emancipation and harnessing resentment towards the exploitative and oppressive conditions which typified much of colonial life in Africa.

Soon after Ghana won its independence in 1957, football and freedom became intertwined and this resulted in the construction and refurbishment of football stadia to illustrate the way football was central in the construction of national identity in independent Africa, according to Greenstreet et al (2009). The first black Ghanain president, Kwame Nkrumah who won his country's independence in 1957, used the national team, the Black Stars, as a vehicle to spread his nationalist and pan Africanist ideology, (Pannenberg 1976). The scholar points out that the stadia were named or re-named to celebrate the strength of the relationship between the game of football and nationalist sentiments. Naming national football teams like the Black Stars of Ghana, the Elephants of the Ivory Coast, the Nigerian Green Eagles, the Lions of Teranka in Senegal, the Indomitable Lions in Cameroon of also echoed these patriotic attitudes and expressions of national identity.

Just like other African countries where formal football was introduced during the colonial era, in Rhodesian (now Zimbabwe), soccer played and continues to play a critical role in the discourse of politics. Soccer has ingrained itself into the national cultural and political spheres of Zimbabwean life and although missionary and colonial settlers brought football to Zimbabwe at the turn of the 20th century for their own ideological and hegemonic purposes, the sport has been appropriated, adapted, hybridized and indigenized to serve local cultural,

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political and spiritual needs and agendas (Zenenga 2012). For colonial authorities, soccer was part and parcel of the larger colonial project meant to instil respect for law and authority among colonial subjects, according to Zenenga (2014). Stuart's (1995) research on soccer in Zimbabwe's colonial city of Bulawayo reveals how 'sport quickly had an impact on the intensity of mass worker militancy as well as street fights and drunkenness. Instead of producing frozen acquiescence among the colonial subjects, the introduction of soccer among Zimbabweans helped fuel a revolutionary movement. From colonial times to the present, subordinate groups in Zimbabwe have taken advantage of the significant spaces, language and symbols provided by soccer not only to critique the status quo, but also to express dissenting political views. The expression of resentment comes through song and dance, gestures as well as sloganeering. Football stadia also provided a platform for the masses to gather and talk politics. Colonial segregation gave the oppressed space to foment and breed plots to execute an armed struggle. According to Stuart (1995), community teams like Highlanders, Dynamos and Zimbabwe Saints, created in segregated black townships, served as examples of the sport's association with revolutionary nationalism. Prominent political activists and trade unionists Benjamin Burombo and Simpambaniso Manyoba gained political visibility and national prominence through soccer. Stuart (1995) cites the example of Dynamos, a Zimbabwean soccer team 'established as a direct challenge to the Ian Smith regime and the imposition of apartheid policies'. Dynamos games, as Stuart (1995), asserts 'became the medium through which urban Africans were able to demonstrate their defiance and strength to the fading white minority.

Football since 1980, the time when Zimbabwe attained independence from Britain to date has become a major attraction feature in the commemoration of important national holidays on calendar such as Heroes Day, Independence Day, Defence Forces Day, Unity Day and lately the 21st February Movement (Zenenga, 2012; Willems, 2013). On the majority of cases big teams with large support base like Dynamos and Highlanders are roped in to play during these celebrations. One thing for sure is when these big clubs clash, the stadia will be full to capacity. Scholars have argued that from this assertion that, football is seen as an instrument of controlling the masses by those in power. Lin et al (2008) has argued that in many

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countries, sport is used as a form of political propaganda to gain prestige and support for the regime in power and its particular social system. This is in agreement with Althusser's (1971) concept of ideology in which the ruling class employ the ideological state apparatus to win the hearts of the people so that everything they want would be accepted without resistance. During the last few years when ZANU PF support was fast waning with government also losing grip owing to the continued high rate of inflation, unemployment and food shortages, there was much focus on football. The idea, as asserted by scholars was to divert the attention of the people from crucial aspects of life to focus on entertainment. To show his agreement with this concept, Chomsky (1988) observes that sport is one of the main instruments of hegemony which the ruling class subjugate the minds of the citizens through the use of popular sports discourse.

However, ZANU PF despite manipulating football discourse to control the 'masses' also finds itself in the predicament of being challenged through football, a platform it once successfully used to subvert the colonial dispensation (Muponde and Muchemwa, 2011; Zenenga, 2012; Ncube, 2014). This time, ZANU PF's main political rival Movement for Democratic Change led by Morgan Tsvangirai (MDC-T) has consistently appropriated football symbols, metaphors and images such as whistles and the red cards to mock Mugabe leadership during its election campaigns (Zenenga, 2012; Ncube, 2014). The analyses of Alegi (2004, 2010), Stapleton (2001), Darby (2000, 2002) (Giulianotti 2004) and (Muponde and Muchemwa 2011) among others, strongly illustrate how football and power could be intertwined given the right political situation in a country. For example, during the game when the national team, the Warriors played South African side the Bafana-Bafana in the national sports stadium in Harare during the African Cup of Nations qualifying round in 2002, MDC supporters chanted party slogans, waving open palms, blowing whistles and showing red cards and this resulted in soldiers and members of the ZRP beating up supporters and firing teargas canisters. The match was finally abandoned and many people were injured in the stampede. This demonstrates Althusser (1918) theory on ideology state apparatus (ISA) which transforms human beings into subjects, leading them to see themselves as self-determining agents when they are in fact shaped by ideological processes. When ISA fails as

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in the case of the incident in the national sport stadium, governments resort to the use of Repressive State Apparatus (RSA) which they actually did to silence civil disobedience in the stadium.

There is consensus among scholars that football was used by the Europeans in Africa as an instrument to naturalise colonialism. As Africa was first introduced to formal football through European colonization as an instrument for colonial control Greenstreet et al (2009), missionaries promoted football, believing it to enforce obedience and cooperation of natives with settlers and at the same time Inevitably, Africans seething from the cruelty and exploitative nature of colonialism later formed their own football teams in an effort to liberate African teams from European regulation. This, according to Greenstreet et al (2009), meant that football provided a vehicle for expressing indigenous aspirations for the emancipation and harnessing resentment towards the exploitative and oppressive conditions which typified much of colonial life in Africa. In the same way the ZANU PF government uses football to manipulate and control the 'masses,' a platform it once successfully used to subvert the colonial dispensation (Muponde and Muchemwa, 2011; Zenenga, 2012; Ncube, 2014).

Moreover, the scholars further agree on the fact that the police and army, missionaries and schools were also key in the diffusion of what today is often and uncritically referred to as the "world's most beautiful game". This shows disenfranchised Africans were not passive or gullible but, just like fellow whites took advantage of football and used it to express their revulsion over colonialism. Analytical scholarly works on the relationship between the discourse of politics and football in the post-1980 period in Zimbabwe have been few and far between. Important beginnings have been made by Stuart (1995), Bloomfield (2010), Muponde and Muchemwa (2011), Zenenga (2012), Willems (2013) and Ncube (2014). While this emerging literature is to be welcomed, however, many gaps still remain. Outside of these tentative forays, the study of football in Zimbabwe remains an area not fully explored by scholars studying sport particularly football. This study differs from the reviewed scholarly works in the sense that it critically looks at framing, imaging and representation of sport personalities like coaches in view of the way former Dynamos head coach Kalisto Pasuwa's

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profile was raised by *The Herald* newspaper before and soon after guiding the Harare side to a fourth consecutive Premier Soccer League title in 2014.

While this body of literature exploring the discourse between football and politics, some limitations still exist. This study is, not interested in football and politics. Rather the study explores the centrality of the mass media in the creation of heroes and villains. The study specifically examines how *The Herald framed* former Dynamos coach, Pasuwa after guiding Dynamos Football Club to their fourth consecutive time in 2014.

2.4 Football and gender identity

The representation of women in football as spectators or fans has been met with mixed coverage in the media in Zimbabwe and the rest of the world. The quantity of coverage of women in sport by the mass media is not a correct reflection of the sport watched by a big number of women. Media coverage of women in sport is highly selective and inadequate (Stoddard, 1994; Mikosza 1997; Phillips 1997). Women who attempt to venture into the field of machismo are ejected and denied any space as fans by their male counterparts (Rubins 2009). Male dominance and misogyny characterise football stadia where women are excluded despite the fact that they (women) support and love football just like males (Heide 1978). In Zimbabwean football stadia, soccer loving women join their male counterparts on the terraces beating drums, dancing, whistling and ululating as they cheer those on the pitch. Despite their spirited support and love of the game of football and their desire to join males as fans, the stadia are punctuated with abusive, misogynistic and phallogentric atmosphere exhibited by male fans (Agnew 2006; Gosling 2007; Jones 2008). As such, the coverage of women as fans who support football is limited and the limelight from the media focus on male fans (Mikosza (1997; Stoddard, 1994; Phillips 1997).

Elsewhere in countries like Germany, Italy and England, women fans are just as enthusiastic and devoted as male fans, but football fandom has proved to be a fertile ground for the display of masculine identities where sexual symbols and phallogentric images permeate football fan

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culture (Dunn 2014; Pope and Kirk 2014; Toffoletti and Mewett 2012). Femininity is constructed as an object of sexual conquest and physical inferiority, according to Connell and Messerschmidt (2005).

Soccer is a highly gendered sport which is essentially male dominated, mainly because the sport is seen as associated with aggression, competition and physical energy (Chikafa 2010). As such the majority of women are denied full participation in sport such as football due to the prevailing social construction of spaces earmarked for both men and women. This is despite the progress made in Zimbabwe in attaining gender equality in the formally male dominated jobs and in business operations.

The sporting arena has remained a restricted space for female participation due to strong cultural and traditional practises and beliefs (Manyonganise 2010). During the FIFA 2010 World Cup in South Africa, the United Nations and other gender stakeholders such as Genderlinks undertook a campaign to champion the cause of gender equality in sport (Chikafa 2010). The FIFA 2010 World Cup United Nations Children's Fund (UNICEF) South Africa Programme on sport for development and peace initiated the promotion of the Millennium Development goals to promote gender equality and women empowerment. Under the launch of the MDG3 during the world cup showcase, the football theme by UNICEF was 'Score a Goal for Gender Equality' campaign which was meant to end violence against women and girls in sport (Chingamuka 2010). Despite progress made in the world, Zimbabwe included in the area of gender equality in business, employment and social gathering, men still feel that women have no role to play as fans in sport particularly football which is seen as a male dominated sport. From the description of scoring a goal as a sexual act, the losing team is likened to women and sexist symbols are part and parcel of the fandon (Chiweshe 2011).

Gender bias and inequality are evident in both sport and media. It is not unexpected therefore that patriarchy is a characteristic of sport media products. It is an area that has come under

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close and extensive scrutiny Birrell and Cole,1994; Duncan and Hasbrook, 1988; Eastman and Billings, 2000; Theberge,1989; Williams et al., 1986). Media sport ownership and production are male dominated; sport and media sport are important aspects of culture which help to underpin male hegemony in society (Birrell and Theberge, 1994). Of particular attention to researchers has been the way in which the media disregard and marginalise women's sport (Daddario, 1994). Female athletes and sports get little coverage in the media relative to their male counterparts. It is rare to find newspaper column inches and photographs allocated to women's sport. Few female sports are to be found in television schedules and those that are tend to be given a low profile. Not only is the quantity of the media coverage of women's sport highly limited, but its form and quality have also to be questioned. The media are seen to stereotype, Sport and the Media trivialise and sexualise female athletes (Duncan, 1990; Duquin, 1989; MacNeil, 1988). Sportswomen are either put down as not fitting male perceptions of appropriate femininity or they are glamorised. Attention has been drawn to photographic approaches that highlight and emphasise the physical characteristics and attractiveness of some female athletes. There are fewer high-profile female athletes, a fact reflective of the low media attention paid to women's sport in general. Those that do exist usually correspond to stereotypical images which frequently view sporting ability as a seemingly secondary consideration. An example is the extensive media coverage afforded to the Russian tennis player, Anna Kournikova: media interest has focused primarily on her physical attributes rather than her prowess on court. The connection between gender in media sport extends beyond the treatment of female sport and athletes. There is the interest in how the media report male sport. This can encompass a concern with the treatment of violence in sport (Young and Smith, 1989) and the imagery associated with male bodies and masculinity (Trujillo, 1995; Messner et al., 2000). Women are still regarded as inferior and are not taken seriously in sport but are expected to be spectators in the extreme case to participate in non-masculine sports Muswazi (2015). This portrayal of women soccer by the mass media is still shrouded in negative reporting and is still being portrayed as sex objects despite campaigns by women pressure groups. A worse scenario where in Zimbabwe was when the Mighty Warriors were camped in preparation for tournament, the media reported that some players have fallen pregnant after the drug-crazed sex romps during camping,

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alleging that the coaching staff comprised of males were involved Muswazi (2015). According to Muswazi (2015), a case in point was when Abigail Munikwa, the physiotherapist for a Dynamos football club was fired from her job in 2009 after the club's leadership and representatives of the fans and supporters believed that her presence was causing the team to lose games.

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The ownership control patterns of the major global media institutions is dominated by white males and as such national media reflect dominant racial and ethnic interests (Tudor, 1998). The background, values and practices of the professionals working in the media and in sport are usually consistent with such concerns. The consequence of all these factors is that the sporting achievements of certain groups can either be celebrated or played down in the sports media in a fashion similar to gender and stereotyping based on racial or ethnic (Davis and Harris, 1998). While this body of literature is a welcome development of cultural studies in Africa and Zimbabwe in general, limitations cannot be denied. In fact, the above reviewed works are mainly confined to the analysis of the interface between gender and sport particularly football.

This study has no interest to pursue the gendered dimension of the beautiful game. Rather building on this existing body of literature, the study critically explores the role of the media in defining and shaping reality in the sporting arena. The study specifically looks at the way Pasuwa's coaching credentials were constructed and raised by the media during the time when he guided Dynamos Football Club to the fourth consecutive Premier Soccer League title in 2014.

2.5 The interface between Football and Ethnicity

Most literature on African football points to the sport as having arrived in the African continent through European missionaries and colonialists. The spread of the game to indigenous people required locals to adopt and identified with it and in some cases re-invented its meaning (Onwumehili and Akindes unknown). Club identity depended on a

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myriad of reasons in several African countries with one such being ethnic as it was common and strong in many African countries (Onwumechili and Akindes). The discourse surrounding ethnicity in football follow a colonial legacy in many African countries, Zimbabwe included.

Football is one of a many crucial cultural spaces in the world and in Zimbabwe where expressions of belonging by supporters and fans are well organized and articulated (Edensor and Koodoruth 2004). Studies in many African countries have shown that ethnicity is deep rooted in sport particularly football where different ethnic groups in a country follow or support a club from their local community. In Mauritius, football has been used to broadcast and express communal identity through support of ethnically identified teams (Edensor and Koodoruth 2004). The scholars noted that from 1952, teams representing Muslims, Creoles and Coloured among other ethnic groups, came into existence with strong ethnic support. In Egypt, Al Ahly and Zamalek football clubs have rivalry history stemming from ethnicity dating back to about 100 years ago (Onwumechili and Akindes). The ethnic rivalry often results in violence erupting in stadia on and off the football pitch pitting supporters of teams from their ethnic communities.

Studies in Kenya where there are 42 ethnic groups among the Kikuyu, Luhya, Luo, Kalenjin and Kamba, just to mention but a few follow the British colonial rule which solidified ethnic identities where specific areas of the nation were designated areas where people with a particular ethnic identity could reside. This pattern of ethnically based settlement and regionalism also resulted in football following the same pattern (Njororai 2009). Studies have revealed that Gor Mahia, an ethnic team from the Luo community used songs to express Luo ethnic identity transcending from its status as a football club to become a medium that frames and mediates the construction and performance of the Luo identity (Onwumechili and Akindes).

Just like other countries in Africa, football in Zimbabwe has been associated with ethnic problems since the colonial era (Muzondidya and Ndlovu-Gatsheni 2007; Ncube 2010).

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Foucault (1980) argues that discourse manifests itself in power contestations at any given period.. In Zimbabwe, ethnic tensions have been worsened by the colonial government after dividing the country into ethnic administrative regions namely Mashonaland inhabited by the Zezuru-speaking people, Masvingo by the Karanga speaking people, Manicaland by the Manyika speaking people and Matabeleland by the Ndebele-speaking people (Beach 1984; Muzondidya and Ndlovu-Gatsheni 2007). Thus at independence, the new black government inherited a state that had been torn apart by ethnic differences. The ethnic differences between the Ndebele and Shona speaking people degenerated into serious conflicts and violence in the Matabeleland and Midlands regions during the dissident era where an estimated 20 thousands innocent civilians were killed while others were beaten, raped with houses and property burnt to ashes by the North Korea trained Fifth Brigade soldiers (Catholic Commission for Justice and Peace, 1997;ZimRights Newsletter, 1996;Moto, 1994. It has been asserted that sporting activities such as football and boxing were venues for the expression of ethnic pride and intercultural rivalry, notably between Ndebele and Shona people (Beach 1994; Stuart 1995; Giulianotti 2004; Zenenga 2011). The ethnic rivalry between the Ndebele and Shona speaking people takes up the same ethnic pattern in football. Giulianotti (2004) states that in Bulawayo (Zimbabwe's second largest city), violent rivalries are prominent between supporter groups of Highlanders Football Club and any club from Mashonaland region such as Dynamos. This rivalry of the supporters of Highlanders football club and Dynamos, the two big teams in Zimbabwe, is based on historical and contemporary regional enmity (Ncube 2014). More often than not each time the clubs meet either in the premier league or other tournaments, tensions rise and sometimes result in violence clashes on the terraces between supporters of the two clubs.

With ethnic rivalry taking centre stage in football in Zimbabwe and many other African and European countries, my study is however, not focusing on the discourses surrounding the interface between football and ethnicity but rather exploring the role of the mass media in the framing, (re) construction and re-imaging of heroes in football by the mass media, paying particular attention to Pasuwa's coaching credentials before and soon after guiding Dynamos Football Club to win the fourth consecutive Premier League title in 2014. The study however

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builds up on these pioneering works on football and ethnicity in Zimbabwe and Africa in general.

2.6 Theoretical Framework

The framing theory as well as the political economy of the media are the principal theories guiding this discussion focusing on *The Herald's* construction of Kalisto Pasuwa before and soon after guiding Dynamos Football Club to a fourth consecutive premier league success in 2014..

2.7 Framing theory

Since this research is interested in examining the representation or framing of former Dynamos coach Kalisto Pasuwa in *The Herald* before and just after guiding Dynamos Football Club to a fourth consecutive league title success in 2014, the study deploys the framing theory in order to conceptualise this phenomenon. The theory focuses on the role of the mass media in selecting, organizing and emphasizing some aspects of reality while excluding others (De Vreese 2001).

Goffman (1996) who is regarded as one of the principal scholars behind the framing theory , notes that frames are conceptual pillars that guide our understanding of phenomena. Goffman (1996) argues that frames are persistent, enduring and re-occurring and the mass media use frames to develop story patterns over time. While Goffman defines frames as conceptual pillars that guide our understanding of phenomena, Said focused on frames as used for understanding of the non-west while Gerbner looks at the long term impact of mass media frames on consumers.

The emerging board of literature on research on three models on framing, agenda setting and priming has signalled the latest paradigm shift in the political communication research Scheufele, and Tewksbury, (2007). Agenda setting emphasised the role of the mass media on placing certain issues and the importance attributed to these issues to influence the audiences

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of mass media products to accept certain content (McCombs and Shaw, 1972). Priming as a model on framing is used by the mass media in political as benchmarks for evaluating the performance of leaders in government. The mass media use framing to create assumptions on how an issue is characterised in news reports and can have an influence on how it is understood by the audiences. However, Goffman (1974) is the view that individuals cannot fully understand the world and constantly struggle to interpret their life experiences and make sense of the world around them. He argues that individuals interpret schemas or primary frameworks to classify information and interpret it meaningfully. Framing refers to modes of presentation that the mass media and other communicators use to present information in a way that resonates with existing underlying schemas among their audiences (Shoemaker and Reese, 1996). The activities of interest groups such as political leaders, policy makers, journalists and other groups shape media agenda and frames that can have an impact on content, and character of news messages about a particular issue Scheufele and Tewksbury, (2007). In framing, the content and implications of an issue are likely to be the most apparent to an audience member who pays attention to that particular news story.

Representation' and 'framing' are often used interchangeably (Chuma, 2007). Representation is the process by which signs and symbols are made to convey certain meanings and way language and images actively construct meanings Bernstein (2002); Swanson (1991), Fiske (1991), is of the view that the core argument in theories of framing is that the media do not re-present reality, but rather construct it. Reality is brought into existence and produced by the media through construction, apprehension and utilisation of symbolic forms (Carey, 1992). Neither the television camera nor the microphone record reality, they simply encode it, and the encoding in turn produces a sense of reality that is ideological (Fiske, 1991: 56). Therefore, what the media re-presents is not reality but ideology. The effectiveness of this ideology is enhanced by the iconicity of the television or newspaper by which the medium purports to situate its truth claim in the objectivity of the real (Fiske, 1991). Thus the media is able to disguise the ideology it constructs as reality (Fiske, 1991).

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Power therefore is inherent in framing (Entman, 1993). The way a news story is crafted and packaged will certainly have some influence on how audiences will understand it. (Sceufele and Tewksbury 2007) but Goffman (1986) on the other hand differs with (Entman, 1993) when describing frames as the basic frameworks of understanding available in society for making sense of events. Gitlin (1980: 6) is however of the view that the mass media frame 'reality' in order to negotiate it, manage it and comprehend it. Gitlin (1980: 7) further argues that 'frames' are unavoidable and journalism is organized to regulate their production. Framing theory suggests that by selecting what to include and what to exclude from a story, the media limits or defines the story's meaning, thereby shaping people's interpretation of that story (Hallahan, 1999: 206-209). Put differently, the media choose one aspect (selection); inflate it into the defining characteristics (magnification); and then establish it as the most easily recognisable image (reduction) (Ndela, 2005: 73). By doing this, the media are able to package a large amount of information into a story that makes 'sense' to their audience.

The mass media has a tendency of framing reality and they do not innocently operate as a mirror of society (Chuma, 2005). The mass media is restricted to the normative theory, which stipulates what they ought to do and not what they actually do but alas the mass media are described as a double edged sword that can build or destroy, delegitimize or legitimize. While framing is most popular in the way opposition political leaders are framed, the same is also true on footballers and coaches. Framing as argued by Entman (1993) is the selection of "some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and/or treatment recommendation for the item described." There are different frames that the media can use to cover stories. Semetko and Valkenburg (2000) and An and Gower (2009) investigated the prevalence of news frames identified in earlier studies on framing and framing effects. These are: human interest; conflict; morality; economic consequences; and responsibility. The human interest frame "brings a human face or an emotional angle to the presentation of an event, issue or problem" (Semetko & Valkenburg, 2000: 95; An & Gower, 2009: 108). The conflict frame emphasises conflict and disagreement

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among individuals, groups, or organisations as a means of capturing audience interest (Semetko & Valkenburg, 2000: 95; An & Gower, 2009: 108). The morality frame puts the event, problem or issue in the context of morals, social prescriptions and religious tenets (Semetko & Valkenburg, 2000: 96; An & Gower, 2009: 108). The economic consequences frame reports an event, problem or issue in terms of the consequences it will have economically on an individual, groups, organisations or countries (Semetko & Valkenburg, 2000: 96; An & Gower, 2009: 108). The responsibility frame presents an issue or a problem in such a way as to attribute responsibility for its cause or solution to either the Government or to an individual or group (Semetko & Valkenburg, 2000: 96; An & Gower, 2009).

In order to understand how the media frame and represent events, Gitlin (1980: 2) notes that every day, directly or indirectly, by statement or omission, in pictures and in words, in entertainment and news and advertisement, the mass media produce fields of definition and association. Drawing on the questions raised by Gitlin (1980: 7) and the media frames raised by Semetko and Valkenburg (2000: 95-6) and An (and Gower) (2009: 108), this study examines the *The Herald's* coverage of Pasuwa during the time when he guided Dynamos Football Club to a fourth consecutive league title in 2014.

The mass media is also prominent in framing the contest between the “us” vs. “them” attitude which is linked to the construction of national identity (Maguire & Poulton, 1999). Poulton argues that: “The discursive practices of media present a set of consciously created images, histories and symbols that confer meaning (Poulton, 2004). The Framing Theory which is also linked to the Agenda setting Theory clearly examines the role played by the mass media in framing, representing and re- construction of Pasuwa after guiding Dynamos Football Club to a fourth consecutive PSL title in 2014. The similar agenda setting theory is based on the fact that newspaper readers, radio and television listeners and viewers respectively are given a topic on what to think about by the media. The Agenda setting Theory was propounded by McCombs and Shaw (1972) who state that the media in this case *The Herald* does not tell people reality but it successfully tells the readers what to think about. The theory states that

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the media have the power on the audience by their choice of stories which are considered newsworthy. The Agenda setting Theory which is just similar to the framing theory is central in this study because the researcher established an agenda on the publicly owned newspaper *The Herald's* framing of Pasuwa's coaching credentials. Gross (2011) states that the Agenda setting theory is based on coming up with issues that raise public awareness and prominent issues. This assertion by Gross (2011) meant that the public will believe and follow what has been said by the mass media. The media, however, do not mirror reality but shapes it. It is against this background that my study is critically exploring the way the former Dynamos coach, Kallisto Pasuwa was framed by *The Herald* just before and soon after guiding Dynamso football club to win its fourth consecutive premier league title in 2014.

2.8 The political economy of the media concept

As mentioned earlier in the introduction of this chapter, this study while grounded in the framing theory, it also appeals to the Marxist political economy of the media theory. This is largely necessitated by the fact that the study also intends to account for the forces behind similarities or mutation of discourses in *The Herald* concerning the pattern of framing Kalisto Pasuwa before and just after guiding Dynamos Football Club to a fourth consecutive league title in 2014. Above all, knowledge is produced within specific epistemic relations of power (Foucault 1980).

The political economy of the media looks at ownership, control and funding mechanisms for a particular newspaper, a radio or television station. The political economy is the study of social relations, particularly power relations that mutually constitute the production, distribution and consumption of resources, including communication resources (Mosco 2009). Thus the mass media content is framed in a method that gratifies the owners of media houses and advertisers. Herman and Chomsky (1989) argue that the mass media inclines to be biased after framing certain issues or certain individuals due to their ownership and funding patterns.

Political economy is an umbrella term for theories and analytical approaches which seek to understand how economic and political relationships, interests and affiliations determine the

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nature and functioning of social institutions (including the media) and the impact or lack of impact of these relationships on social transformation and development Fourie (2007). Boyd-Barrett and Newbold (1995) posit that the term political economy in media research has a broadly 'critical' signification often associated with multiple macro questions of media ownership, control interlocking directorship and other factors that bring together media industries with other industries and with political, economic and social elite. Political economy focuses on mass media industry structures; emphasizing the effects of ownership on political systems while other scholars view it as a study of the "commodity" cycle in mass media production, distribution, exchange, and consumption. Other scholars insist on distribution and consumption, media content technology and flows of information within various econometric frameworks (Graham 2003). Smith (1776) believes that commerce was the pinnacle of economic civilization and that liberty was fundamental to the growth of commerce hence he advocated for the creation of an economic mechanism, the self regulatory market, which simultaneously satisfies self interest and the needs of the community.

Locke cited in Mosco (2009) also championed the self interest, private property and labour theory of value and view of land as the ultimate source of value. By lobbying for individual self interest, Smith (1776) believed strongly in private property ownership and control thus he advocated for laissez-faire (do not interfere, a term perhaps screaming at government to back off from capitalist business adventures) and free trade. He argues that 'government has no business in business.' However, as for media in many capitalists' countries, the issue of ownership, control and funding is common and governments control both content and messages in the mass media in order to safeguard and promote their interests. Many newspapers in Zimbabwe which fall under government control such as *The Herald*, *The Sunday Mail*, *Chronicle*, *Manica Post* and both *B and H Metro* are under strict regulations prescribed by government and ZANU PF. They never oppose, criticise or denigrate government's shortcomings or the evils of the ruling party. Similarly, the Zimbabwe Broadcasting Corporation's television and all the radio stations follow the same system. For example, the coverage of the land reform was characterised by many negatives such as

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violence and to some extent murders but all government controlled mass media never reported on those issues. They only praised government, war veterans and ZANU F for embarking on the programme which they claimed was meant to empower the black majority.

The privately owned newspapers like the Daily News, Financial Gazette and Independent among other were different and reported objectively on what was happening on the ground but they were forced to abandon the watchdog role owing to draconian and repressive laws such as the Access to Information and Protection of Privacy Act (AIPPA), Broadcasting Services Act (BSA) and Public Order and Security Act (POSA) which were enacted during the height of the land resettlement programme to regulate media operations so that all content and messages published are favourable to government or the ruling class. The ideas by the governments or the ruling class to control mass media were meant to ensure that no negative information which might influence public opinion is published. Information is power and this confirms what the former French leader, Napoleon Bonaparte once said referring to the media, 'a journalist is grumbler, a censorer, a giver of advice, a regent of sovereigns, a tutor of nations. Four hostile newspapers are to be feared than 1000 bayonets.' Here the French leader was trying to explain the power of the mass media in the process of information dissemination. Negative information dent the reputation of governments and might cause disharmony and civil unrest while positive information promotes the good image of governments.

Smith (1776) also argued that capital is best employed for the production and distribution of wealth under conditions of governmental non-interference but he relied on the overwhelming power of the "invisible hand" that every individual in pursuing his own good to help in the production of commodities. Ricardo (1817) demonstrates a belief in laissez-faire or non-interference of government in the market and that labour determines value and that the market is the best regulator of economic activities.

Classical political economy believes that government should not interfere in business and that free market forces should be left to regulate the market and itself. Ricardo (1819) and Smith

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(1848) quoted in Mosco (2009) note that classical political economy is the home of free market economics. David Ricardo like Marx and Engels (1818) claim that the source of profits under capitalism is value added by workers. The poor had to sell labour for wages. A political economic approach by Karl Marx and Engels unlike Smith and Ricardos' classical political economy place all economic activities in their historical contexts.

Mosco (1996) postulates that one can think about political economy as the study of the social relations, particularly the power relations, that mutually constitute the production, distribution, and consumption of resources, including communication resources whose products are newspapers, books, videos, films, and audiences.

Many scholars have argued that news is manufactured. There are five filters of news which include Ownership and control, Funding, Sourcing, Flak and Anticommunism (Noam and Chomsky, 2004). Content in *The Herald* is influenced by the political economy which anchor on he who pays the piper detects the tune. The media creates a certain world it wants people to know, but at the same time leaving out important texts which carry undiluted information. From a Foucauldian point of view the media are actively involved in the creation, representation and reflection of reality. The mass media has a tendency of remembering and forgetting issues for instance *The Herald* claims to stands on behalf of the nation but it does not innocently represent the nation.

Murdock and Golding (1973) give their version of political economy mentioning that the mass media are first and foremost industrial and commercial organizations which produce and distribute commodities. As such the concept in question is concerned in studying communication and media as commodities produced by capitalist industries. The focus should, however, not only be on the production and distribution side but must also take full account of the peculiar nature of these commodities and the ideological work they do. The above assertion is pertinent to my study because it seeks to explore the way *The Herald* represented, framed, constructed and re-constructed the image and personality of Pasuwa when he guided Dynamos Football Club to its fourth consecutive league title in 2014.

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Political economy has always been critical, perhaps not quite as critical of the public as of the privately controlled media (Curran and Gurevitch 1991). There are always links and mutual relations between the state and public media. Golding and Murdock (1977) argue that since the mass media are first and foremost industrial and commercial organisations which produce and distribute commodities, they get most of their revenue from advertising and hence they cannot go against those who advertise in their media. McQuail (1994) argues that the media have to make profit to survive and this often involves taking decisions which directly influence the content. In this case in *The Herald*, the whole channel of news production from news writer up to the editor follow a self censorship approach in line with the editorial policy of the publication which emanates from ownership and control patterns. This is significant to my research because political economy of *The Herald* proves that there are direct links from the state to the newspaper. The study demonstrates a clear oligopoly media structure where government and its allies have a major stake. This has tended to narrow national debate as mediated public spheres have been narrowed with a clear agenda on issues of framing, agenda building and agenda setting and representation as in the case of Pasuwa. In line with this argument my study seeks to find out how ownership and funding patterns affected the framing of Pasuwa during the time when he guided Dynamos Football Club to win their fourth consecutive premier league title in 2014.

2.9 Conclusion

This chapter has discussed and reviewed literature and theoretical framework on football and celebrities, football and ethnicity, football and gender relations and football and politics as they relate to my study on the role of the mass media in framing and creation of heroes. Also discussed thoroughly is the theoretical framework as it relates to my study. The following chapter presents and discusses the research methodology of the study.

CHAPTER THREE: RESEARCH METHODS AND METHODOLOGY

3.0 Introduction

This chapter presents and discusses research methods and methodology of the study. The research approach, unit of analysis, sampling approach, methods of data gathering, methods of data analysis and methods of data presentation are extensively discussed in this chapter.

3.1 Methodology

Methodology is generally a series of choices which involves the design, setting, sample, methodological limitations, and the data collection and analysis process in a research (Burns and Grove 2003). Mouton (1996) describes methodology as the means or method of doing something. The research methodology can be quantitative or qualitative. At times a mixed method approach, combining both qualitative and quantitative can be combined.

By being a series of choices, Burns and Grove (2003:488) are of the view that, “methodology includes the design, setting, sample, methodological limitations, and the data collection and analysis in the study.” Mouton's (1996) states that methodology is the means or method of doing something..

This research largely deploys a qualitative research approach to establish how *The Herald* newspaper framed, constructed and re-constructed Kallisto Pasuwa's coaching credentials before and soon after guiding Dynamos Football Club to its fourth consecutive premier league title in 2014.

3.2 Research Approach

This study is qualitative in nature and utilizes the interpretive design in gathering, presenting and discussing findings of the study (Bryman, 2004). Qualitative research is a systematic set

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of beliefs and accompanying methods that provide a nature of reality (Lincoln and Guba as cited by Savenye and Robinson, 2003). The study utilises a qualitative approach in an attempt to unpack frames used by *The Herald* newspaper on how itre-imagined, constructed and re-constructed Kalisto Pasuwa's coaching credentials in the period under review. Social science academic Bryman (2012) has argued that qualitative research methodology is an approach which usually emphasizes words, feelings and perceptions in the collection and analysis of data.

Moreover qualitative research studies assist the researcher to obtain rich data. I find qualitative research in my study to be the most appropriate technique. It is possible to argue that there are different designs falling under the qualitative research approach that is the interpretive, constructivism and phenomenological. In my study I decided to choose the interpretive approach. The decision to choose a specific methodology should be based on its suitability to answer the research questions (Bryman, 1988). The main thrust of my study is to find out why and how the former Dynamos coach, Kallisto Pasuwa's coaching credentials were covered by *The Herald* newspaper during the period stretching from November 2014 when he guided the Harare side to win their fourth consecutive premier league title. Qualitative research is appropriate since most of my study is based on content and discourse analysis and interviews of sports journalists and editors. Qualitative methods of data gathering and analysis increase depth and accuracy of my research.

3.3 Interpretive approach

This study prefers the interpretive prism or design. Interpretative approach submits that findings depend on how work is interpreted but may not be valid to researchers grounded in positivist description. Under this approach, the researcher acknowledges limitations of inquiry and does not aspire to know all (Bryman, 2012; Rouck, 2012.) However, in this study, critical textual discourse analysis, the principal methods of interpreting data, were stories written about Pasuwa's coaching credentials before and soon after guiding Dynamos Football Club to its fourth consecutive title are going to be analysed.

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The study qualitatively explores frames used by *The Herald* newspaper to re-image, construct and re-construct Pasuwa's personality, credentials, achievements and limitations in the history of the Premier Soccer League when he guided Dynamos Football Club to win the league title for the fourth consecutive time in 2014. Data analyzed for this is collected from published texts in the period stretching from 3 November 2014 up to the end of the premier soccer league season when Dynamos Football Club was crowned champions.

Another key advantage of employing qualitative research method in this study is that it produces an instigated link between theory analysis, whereby theory is generated out of the research conducted (Bryman, 2012). This study uses thematic analysis in the presentations of the findings in chapter 5. This study thus largely depends on the interpretations as well as judgements made by the researcher. Issues of reliability and validity are equally taken into cognisance.

3.4 Unit of Analysis

In media and communication studies, unit of analysis could be constituted by media houses, audiences and even the texts. This could also be referred to as the population or research universe. In this study, I however, prefer the term unit of analysis albeit at times I consciously use the terms interchangeably. Gunter (2000) describes a unit of analysis as the entity that is utilized in an analysis. It is the smallest element of such an analysis which can be a word, a symbol, a theme or a whole article. In the context of my study sport stories published in *The Herald* focussing in the period just before and soon after Pasuwa guided Dynamos Football Club win to its fourth consecutive league title shall constitute my analysis. More so, purposively selected sports journalists and editors at *The Herald* also add to my unit of analysis.

3.5 Sampling techniques

Sampling is central in any research in humanities and science fields. Sampling is the act, process, or technique of selecting a suitable sample, or a representative part of a population

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for the purpose of determining parameters or characteristics of the whole population (Blumberg, 2005; Latham, 2007). Searle (1995) defines sampling as the selection of units of analysis such as people and institutions in a study. The reason is about selecting a few samples from a bigger group to become the basis for estimating and predicting outcomes. A sample is a subset of a targeted populace that represents the whole group (Bryman 2004). Sampling helps in attaining precise results in a short period as the views and feelings of many people are represented by the few.

There are two approaches to sampling namely probability and non-probability sampling (Tashakkari and Teddlie 2003). Since the research approach is qualitative, non-probability sampling technique is appropriate in my study. Non probability sampling is a sampling method where the samples gathered in a procedure that does not give all people chances of being selected (Castello, 2009). This sampling approach is commonly used in qualitative research studies. In essence, non probability sampling permits the researcher to calculate the nature and extent of any biases and to ascertain what variation in the estimate (Aaker 2001). The main purpose of utilising the non probability sampling is that the main goal of the study is to clearly reveal how *The Herald* represented, re-imaged and re-constructed the coaching credentials of the former Dynamos coach, Kallisto Pasuwa in the period under study. Purposive sampling as well as snowball sampling are the principal sampling techniques utilised by the study..

3.6 Purposive sampling

Purposive non-probability sampling is also known as judgment or judgmental (Jones, 1955; Babbie 1990). It is referred to as purposeful by MacNealy (1999). Purposive sampling is selecting a sample on the basis of your own knowledge of the population, its elements, and the nature of your research aims (Babbie 1990). Chishall (1973) and Frey et al (2008) are of the view that purposive sampling aims at selecting all textual units that contribute to answering research questions. Frey (2008) adds that individual characteristics are selected to answer necessary questions about a "certain matter or product". I employed purposive sampling as it would help me get articles from *The Herald* newspapers that are relevant and

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straight to the point. I analysed 19 newspaper articles published as from 2 November to the end of the month. Non probability sampling technique is also known as judgemental sampling and is largely based on the discretion of the researcher, and it implies that elements are selected on the basis of knowledge of the population and the aims of the study Babbie (2001). In this regard I sampled 15 newspaper articles from *The Herald*.

Academics Wimmer and Dominick (1997) are of the idea that purposive sampling is used most often in field observation because the researcher's knowledge is based on familiarity with the subjects in which appropriate behaviour or events can be observed. Purposive sampling in my study was used to select newspapers articles which were relevant and suitable and straight to the point and sports journalists and editor who I purposively selected to suit the requirements of my research work. The newspaper articles contain stories on how the coaching credentials of the former Dynamos Football Club, Kallisto Pasuwa were highlighted by *The Herald* newspaper in the period under study.

3.7 Snowball Sampling

Snowball sampling is a technique for gathering research subjects through the identification of an initial subject who is used to provide the names of other actors Atkinson and Flint (1998). These actors may themselves open possibilities for an expanding web of contact and inquiry. The strategy is utilized primarily as a response to overcome the problems associated with understanding and sampling concealed populations such as the deviant and the socially isolated Faugier and Sargeant (1997). Snowball sampling can be placed within a wider set of methodologies that takes advantage of the social networks of identified respondents, which can be used to provide a researcher with an escalating set of potential contacts. In my research study, I first lined up those sports journalists and editors whom I am familiar. These sportsmen then led me to other potential journalists whom I did not know. I interviewed them for further and additional information to broaden my research, which broadened my scope of understanding issues.

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3.8 Methods of data gathering

Data gathering is vital for this study as information collected is meant to give to a larger understanding of the theoretical framework (Bernard, 2002). In simple words the data amassed will help in the construction of new theories or in the explanation of existing theories. To collect relevant information for my study, I used archival research and conducted in-depth semi structured interviews with sports journalists and editors from *The Herald* newspaper, to ascertain how the newspaper framed, imaged, constructed and re-constructed the former Dynamos coach, Kallisto Pasuwa's image during the time when he guided the Harare club to clinch the fourth premier league title in 2014.

3.9 Archival research

In terms of data research, the study utilises archival research. Archival research is referred to as the locating, evaluating, systematic interpretation and analysis of information found in archives (Fairclough and Wodak 1997). Archival research uses data collected by other people. I visited *The Herald's* archives at the Zimpapers library, at The Herald House and purposively selected published articles for use in my study.. I purposely selected articles written on Pasuwa as from 3 November 2014 up to the end of the premier soccer league season in 2014. The rationale was to find out how the newspaper participated in the 'making' and 'unmaking' of the image of the history making former Dynamos FC coach.

3.9.1 In-depth interviews

To complement data gathered from archives and consolidate the depth of my research, I also made use of in-depth interviews with sports journalists from *The Herald* newspaper with the intention to find out how they imaged, framed, re-constructed Pasuwa's credentials during the period under study.. An interview is a process of using questions to get answers Dooley (2003). To obtain information through interview, it is the responsibility of the interviewer to have full control of the interview. An interview is a purposeful discussion between two or more people that can help the researcher to gather valid and reliable data that is relevant to

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one's research objectives (Kahn and Cannel, 1957). Kvale (1996) asserts that interviewing is a method of qualitative research and is also called in-person interview. Face to face interviews allowed me an opportunity to make follow up questions during the conversation. Petros Kausiyo The Herald's deputy sports editors, sports reporters Augustine Hwata, Eddie Chikamhi and Grace Chingoma were interviewed for the purpose of the study..

3.9.2 Methods of data analysis

Data analysis is a procedure that involves investigative, cleaning and transforming data alongside the target or goal of highlighting functional information. This study makes use of content analysis and critical discourse analysis. This is the assembling, cleaning and examining of the data (Plonsky and Waller, 2005). This study made use of qualitative content analysis, semiotic analysis and critical discourse analysis.

3.9.3 Qualitative Content Analysis

This study largely utilizes the qualitative content analysis to analyze stories from *The Herald* on how the former Dynamos coach, Pasuwa's image was framed, constructed and re-constructed during the period under study. Qualitative content analyses, assesses situations, meanings and nuances presumed to be recognizable by human factors (Krippendorff, 2004). Therefore qualitative content analysis seeks to unpack hidden meaning contained in the texts. This research looks at the text, ownership, control and the hidden meanings in newspaper articles published by *The Herald* on former Dynamos coach, Kallisto Pasuwa's coaching credentials during the time under study. The researcher makes use of qualitative content analysis that involves penetrating the deeper layers of a message. Content analysis is vital for this study because it displayed assorted texts to the construction, re-image and framing of the former Dynamos coach when he led the Harare club to win the fourth consecutive premier league title in 2014.

Content analysis is a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding Krippendorff (1980). Content

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analysis or textual analysis is a methodology in social sciences for studying the content of communication. Babbie (1990) further defines content analysis as the study of recorded human communications. Content analysis can also be a useful technique for allowing us to discover and describe the focus of individual, group, institutional, or social attention (Weber, 1990). Krippendorff (1980) notes that much content analysis research is motivated by the search for techniques to infer from symbolic data what would be too costly, no longer possible, or too obtrusive by the use of other techniques. Content analysis enables researchers sift through large volumes of data with relative ease in a systematic fashion (GAO, 1996). In my study, content analysis enables me to critically analyze the news articles written by *The Herald* in the manner they re-imagined, re-constructed and framed the coaching credentials of Kallisto Pasuwa in the period under this study to enable the researcher to answer the main research questions. Through content analysis, I scrutinised newspaper articles that were most relevant to my study to extract meaning. This also allows meaning extracted from content analysis to be fused with information obtained through interviews to come up with a comprehensive research analysis for my study.

3.9.4 Semiotic analysis

To deal with pictorial images, this study appeals to semiotics. Semiotics is the study of signs, symbols, signification and it is also a study of how meaning is created. Deely (1990) states that semiotics is the study of sign action (semiosis). Semiotics is associated with the work of the American philosopher, C S Peirce, although its roots are in the works of a Swiss linguist Ferdinand de Saussure. American philosopher and logician Charles Sanders Peirce (1839-1914) is responsible for coining the term semiotics.

Umberto Eco, an Italian linguist, philosopher, and novelist is responsible for bringing an understanding and appreciation of semiotics to a wider scholarly and popular audience. His works place special emphasis on the process through which signs are created and the role of the individual who read or interprets those signs.

The science of semiotics is deeply embedded in the work of Ferdinand de Saussure and Charles Sanders Peirce. The most fundamental difference between the works of these two

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scholars was that de Saussure was a languages professor whose approach was purely linguistic in nature and hardly considered the reader, whereas Peirce's model has the reader as one of its critical components (Crow, 2003).

De Saussure argued that there was "no inherent or necessary relationship between that which carries the meaning (the signifier) and the actual meaning which is carried (the signified) (Cline, 2011). He argues that a car is a physical thing but that the word used to identify it may be made up of random letters of the alphabet. Peirce's theory of semiotics distinguished three types of signs, namely the icon, the index, and the symbol. According to Cline (2011:1), "Whether a sign belongs in one category or another is dependent upon the nature of the relationship between the sign itself and the actual meaning".

Both de Saussure and Peirce's approaches identify three components as the critical elements of semiotics, namely the signs themselves, the way they are organised into systems, and the context in which they appear (Fourie, 1996). In semiotic analysis, in visual communication, the sign is the smallest known variable. Based on the works of Peirce, the sign can be identified through its three main characteristics. Firstly, it must be physically perceptible, meaning that it must "in some degree be visible, audible or tangible", or one must be able to smell or taste it (Fourie, 1996:38). Secondly, it should refer to something, and therefore it will have a representative character. Lastly, because it is a representation of something else, it has to have an interpretive character (Fourie, 1996:38).

Sebeok (1974) defines semiotics as the 'study of the exchange of any messages whatever and of the system of signs which underline them, the key concept of semiotics remaining the sign.' This technique is traced from literacy studies and is rich in unbundling meaning hidden in texts. Semiotics can also be understood as the science of signs. Media content is composed of sets of signs that have meaning attached to them. Ferdinand de Saussure cited in Curran and Gurevitch (2000) emphasize the importance of studying whole system of signs, rather simply doing individual analysis. Semiotics analysis is relevant in my study as it unpacks images produced and reproduced in *The Herald* newspaper which try to influence public

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opinion concerning the way the former Dynamos coach, Pasuwa was framed, re-imaged and re-constructed just before and soon after guiding his former club to its fourth consecutive premier league title in 2014.

3.9.5 Critical discourse analysis

Critical discourse analysis (CDA) is a concept that looks at the act of speech or language as power resource that is connected to ideology and socio-cultural change Bryman (2012). Bryman (2012) explains how the Foucauldian theories to the exercise of power and discourse through the framing of disciplinary practices as a consequence in individual subjectivity. This study therefore assumes that the use of speech or language by *The Herald* in the coverage of Pasuwa can be deemed as an exercise of power to impact the opinions of the general public.

Fairclough (2000) postulates that discourse is established on estimate observations. However, Fourie (2007) argues that, discourse means dialogue, talk, discussion or communication. He postulates that critical discourse analysis starts with the analyses of communication statements on a case pursued by an analysis of the laws that set down the methods of debating, delineating, representing a case and leaving other methods of representation. Fourie (2007) also argues that critical discourse analysis involves an analysis of the subject as it is embodied by the mass media and how the media's representation of the case acquires power and is embodied as the truth concerning the case as dealt with by the mass media.

Under critical discourse analysis is the feature of mass media texts. The suspected manipulation of the mass media has inspired the researcher's critical studies in large scenarios such as, texts, semiotics and discourse. Another point to note in critical discourse analysis is the identification of signals, and the polysemic features of texts as noted by Fairclough (1993).

Critical discourse analysis is suitable for this study because it focuses on disintegrating all agents of texts published by *The Herald* and asking "who uses speech or language, why, how and when" (Van Dijk, 1997).

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3.9.6 Methods of data presentation

The study makes use of thematic analysis method to present data because as it analyses the coverage of the former Dynamos coach, Pasuwa by *The Herald* newspaper during the time under study. Thematic content analysis is an illustrative presentation of qualitative data Anderson (2007). Furthermore, Braun and Clarke (2006) note that “thematic analysis is a method for recognizing, analyzing, and describing outlines (themes) inside data.

By recognizing common themes in the texts obtainable for analysis, a precise level of clarification is presented but merely negligible so as to circumvent emotion of the researcher. The research made use of qualitative and methods in collecting, presenting and analysis of data. This method is also triangulation which refers to the strategy of using several different kinds of data collection instruments such as texts, interviews and content analysis to explore a single issue Gall (1989). Themes obtained as findings are related to the theory selected for the study that is discourse, power and knowledge in a bid to clarify the theoretical status outcome in line with manipulation discourse increased in the framing of the former Dynamos coach, Kallisto Pasuwa during the period under study. These explanations are crafted in line with research questions and objectives.

3.9.7 Conclusion

The main objectives of this chapter were to scrutinize research methods, sampling methods and data analysis and presentation methods utilized in this study. The subsequent chapter focuses on the Organizational structure of *The Herald* newspaper in relation to the study.

CHAPTER FOUR:

THE HERALD ORGANISATIONAL STRUCTURE

4.0 Introduction

This chapter provides an analysis of *The Herald* newspaper's system of operation, capacity, functionality, efficiency, performance and output. *The Herald's* historical background, guiding principles and organizational structure are thoroughly discussed in the chapter. The study also explores ownership and control as well as funding patterns of *The Herald* newspaper.

4.1 Historical Background

The history of *The Herald* newspaper dates back to pre-independence history when Zimbabwe then Southern Rhodesia was run by the minority white settlers (Chari 2013). Chari (2007 and Saunders (1999) state that Zimpapers (Pvt) Ltd was set up soon after Zimbabwe attained independence in 1980 through a \$20 million grant from the Nigerian government which enabled the Zimbabwe Mass Media Trust (ZMMT) to acquire a substantial part of the shares from the South African Argus company.

Other shareholders include Old Mutual which has 23,80 percent and National Social Security Authority (NSSA) with 3, 10 percent. The government through the Ministry of Media and Broadcasting Services has control of the Zimpapers. The Minister of Information and Broadcasting Services (in this case Professor Jonathan Moyo) has the power to appoint or dismiss members of the Zimpapers Board of Directors. According to Chari (2003) during the period stretching from 1980s up to the 1990's, government did not admit that it was in control of the public media but went on confirm control in 1998. Therefore this is a clear indication that the public media serve the interests of government and ZANU PF.

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During this colonial epoch, there were only two daily newspapers namely the Harare based *Rhodesian Herald* and the *Chronicle* which was published in Bulawayo. Later, two other weekly publication *The Sunday Mail* and the *Chronicle* being sister papers to the *The Herald* and *Sunday News* were introduced respectively. The publications were clearly aligned with the ideology and interests of the colonial government which promoted the European cultural standard (Mukasa 2003). *The Herald* was established in June 1891 by William Earnest Fairbridge (Rusike, 1990). According to Rusike (1990) Fairbridge started *The Rhodesian* daily newspaper after being sent by Cecil John Rhodes to establish a newspaper in Mashonaland. Fairbridge was an agent of the Cape Argus, a newspaper owned by Francis Doma one of Rhodes associates who was given the right to establish newspapers in Rhodesia. When Fairbridge finally settled in Rhodesia he launched *The Zambezi Times* which was later called *the Rhodesian Herald* in 1892.

In this colonization time, the minority white settlers dominated the media industry and most of these newspapers supported the grievances and needs of the European settlers (Saunders, 1999). The newspapers mirrored the settler-colonial ideology of state and social polarization along racial and discriminatory lines (Mukasa 2003). According to Saunders (1999) *The Rhodesian Herald* introduced advertisements which were aimed at promoting the settlers businesses and development projects. The press exhibited editorial policies and practices that reflected the ideological and socio-political movement of Rhodesia (Mukasa 2003). Those who were against the editorial policy of the settlers were suspended or fired. The editorial policy of *The Zambezi Times* was aimed at maintaining the dominant ideas of the whites and also at safe guarding both agricultural and mining rights.

“In the early years of colonization, the whites came to dominate entirely the print media and for most part of the time these newspapers put across political and economic privileges of the whites and other businessmen” (Saunders 1999:3).

Soon after Zimbabwe attained independence from Britain in 1980, *The Rhodesian Herald* became *The Herald*. Having changed the name of the newspaper, the government did not do much to change the editorial policies. As Mukasa (2003) notes, the post colonial government adopted policies that were used in the colonial era to promote the ideology and interests of

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the white settlers while the new government inherited the same media laws to advance their ideology. It is important to note that the dominant classes in the post colonial Zimbabwe controlled the media to maintain their status quo. According to Curran and Gurevitch (2002) the media play a pivotal role in the way in which they produce content in line with the interests of those in power.

During the colonial era the Rhodesian Front, the political party that ran the government employed repressive editorial policies to control the press so that the whites could get a positive coverage that did not damage their image and reputation abroad (Saunders, 1999). *The Rhodesian Herald* which was the flagship of other publications reported negatively against the black African majority to maintain their hegemony and dominance over them (Windrick 1981). This is the same way ZANU PF is manipulating *The Herald* to report negatively against the whites so as to maintain hegemonic dominance. This is in line with Chari's (2007) arguments that ownership and methods of working of media in Zimbabwe to a large extent follow the pattern of operation which is a legacy of the colonial era. The colonial government enacted draconian and repressive media laws such as the Law and Order Maintenance Act (LOMA). In the same way, the ZANU PF led government inherited the same laws and at times only changing wording like the Public Order and Security Act (POSA) whose contents is just the same of LOMA.

4.2 Mission Statement of *The Herald*

A company's mission statement is a broad statement that explains the reason for the existence of the organization and should form its strategic plan (Kotler, 2000). Naisbitt (2000) defines a mission statement as who you are and where you are going. He further states that an organization follows a mission statement adequately to cater for various needs and wants of stakeholders and other publics. The mission statement of *The Herald* is guided by the Zimpapers mission statement which covers the current issues of the day which are printing the newspaper on time and distributing it to all the parts of Zimbabwe. From mission statement comes the vision of the organisation. A vision is what guides social enterprise and convince stakeholders on the bigger picture illustrating what one expects to achieve (Naisbitt

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2000). According to Zamps 2014, *The Herald* is the leading newspaper with a national penetration of 25 percent. The newspaper is sticking to its vision of being the leading and largest newspaper in Zimbabwe (ZAMPS 2014).

4.3 Mission Statement

The mission statement of *The Herald* is to produce newspapers, print and package products and offer publishing services that adds value to our customers, employees and shareholders.

4.4 Vision

The vision of *The Herald* is be the leading newspaper, publishing, printing and packaging company in Zimbabwe and beyond.

4.5 Core Values

Core values of the newspaper are customer satisfaction, good corporate governance, equal opportunity employment, profitability and quality goods and services

4.6 Objectives of *The Herald*

The objectives of a company are a driving force behind the organization's existence (Appleby 1982). The goals of *The Herald* are to produce a newspaper of the highest quality which satisfies the needs of readers and to give a fair and balanced presentation of every single day's news. The target is to maintain the existing subscriber base and open up new markets to increase profit margins.

4.7 Editorial policy

An editorial policy is the institutionalization of objectives hence it guides the process of news gathering, processing and dissemination (Boyd-Barret and Newbold, 1995). An editorial policy also highlights the accuracy and objectivity of information. *The Herald* newspaper supports the interest of the government of the day which is mostly made up of ZANU PF members. *The Herald's* former editor Tommy Sithole cited in Rusike (1990) states that the

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editorial policy is equated to the soul of a newspaper. Crowley (1982) defines editorial policy as a conceptual framework or regulation effected usually by the owners or shareholders of a media house to guide the operations. Under the policy prescribed by the proprietors of the media house, editors, reporters and advertisers just follow the instructions in the gathering, writing and publishing news. This kind of process which results in reporters and editors censoring themselves is described by Hall (1980) as encoding where he believed reality is created. The direct control of *The Herald* by the government has affected news production and the company's operations. During the colonial era the editorial policy was in total support of the whites' agricultural and mining grievances hence it also promoted fellowship and unity amongst all classes and sections of the white community (Gale 1962). Soon after independence, the same was applied to *The Herald's* editorial policy which supports the interests of the government of the day and ruling elite drawn mainly from ZANU PF supporters.

The editorial policy plays a very vital role in any media organisation, be it publicly owned or privately owned. *The Herald's* editorial policy goes hand in hand with the ZANU PF ideology hence reporters practise self censorship to issues that criticize the party and individual senior government officials. Those reporters who are politically correct and aligned to the ruling part get the first preference and some quickly rise to posts as editors or dominate some higher positions. Since the government controls the majority shareholding in Zimpapers, the ideas and interests of government and ZANU PF are constantly articulated in *The Herald*. Rusike (1990) states that governments control newspapers to promote their interests and ideology. According to Mosco (2009) the political economy is the study of social relations especially power relations that mutually constitute the production, distribution and consumption of resources including communication resources hence it looks at the running of communication business. Governments also control content through framing and agenda setting. McCombs and Shaw (1972) point out that the press and the media do not reflect reality; they filter and shape it, leading the public to perceive those issues as more important than other issues. Therefore those who own the means of production also control advertising and decide on content (Karl Marx). In this context ZANU PF and government

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have influence over *The Herald's* content, editorial slant and distribution patterns. My study therefore explores ownership and control patterns of *The Herald* in view of its coverage of the former Dynamos football club coach, Kallisto Pasuwa during the period when he guided the Harare club to win the 2014 premier league title for the fourth consecutive time.

4.8 Funding Mechanism

Zimpapers is a profit oriented organization trading shares at the Zimbabwe Stock Exchange. The organization is publicly owned meaning that it is funded by the public. Zimpapers gets most of its revenue from advertising and sales of newspapers. Advertising is the lifeblood of any newspaper organization (Picard 1989). As stated by the company's objective of maximizing profits, advertising in *The Herald* constitute 70 percent while 30 percent is allocated to editorial. Herman and Chomsky (1988) state that funding and advertising influence content. To remain financially stable *The Herald* just like any other media organization needs to embrace the demands of the advertisers.

However, this kind of relationship can lead to some stories being biased as newspapers tend to save the interests of their funders. Zimpapers also gets money from the government because it owns and controls it. According to Chiumbu (2009) the government has got 51.09 percent of the shares.

4.9 Organizational structure of Zimpapers

An organization structure has an oversight of the day to day running of the organization and according to sociologist Weber, a corporate organization is "an aggregate social relationship characterized by an administrative staff whose activity is oriented exclusively and continuously to achieving the goals of that organization (Casey,2002:147)

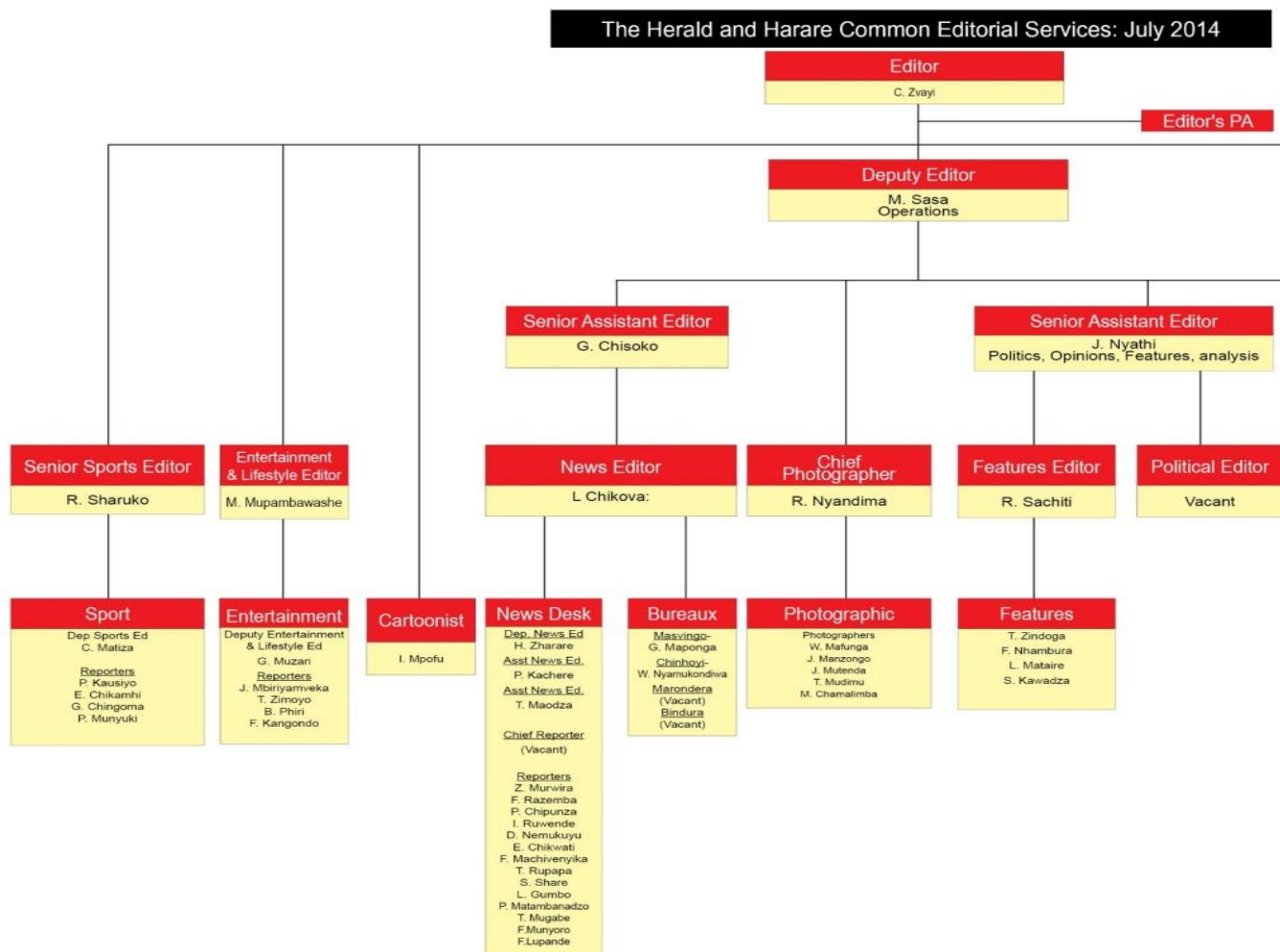
Zimpapers as the holding company of many newspapers under its stable that include its flagship *The Herald* has a hierarchy that assigns certain people to assume different positions in different departments to achieve set objectives and goals. These departments include the editorial, advertising, transport, circulation, human resources, information and technology.

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My study mainly focuses on the editorial department of *The Herald* newspaper because that is where editorial and content decisions are made. Below is the organogram of *The Herald* newspaper.

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The Herald's Organogram



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4.9.1 *The Herald* editorial structure

Organizational structure of *The Herald* reveals that the editor heads the editorial section. The pursuing locations are the pecking order below the power of the editor in sequence namely, the Deputy Editor, Assistant editor, Official editors (Business, News and Entertainment), Desk Editors, Chief Sub Editor. Sub Editors, Senior and Junior Reporters.

4.9.2 Editor

The editor is the man at the helm of *The Herald's* editorial policy. Ceasar Zvayi as the editor of *The Herald* is the main man tasked with the responsibility of drawing up and managing the newsroom budget, recruitment and firing of staff that include journalists. He also recommends the promotion of staff members to senior positions. The editor evaluates news reports and decides on stories to publish, spike or completely drop. According to Barton (1981) the editor is an inspiration of the newspaper, the sub-editors are undoubtedly the architects and the builders. It is the duty or role of the editor to give directives to all desk editors. The editor heads dairy meetings where the desk editors and senior journalists will be discussing story ideas brought in by reporters from all desks. According to Kamath (2003) it is common in most editorial offices that the editor heads the diary meetings with his staff.

4.9.3 Deputy editor

The deputy editor is another key management figure in the newsroom who takes over the duties of the editor in his absence and help the editor in supervising and assigning duties to reporters. He also helps in deciding stories which should get first preference in the newspaper. The deputy editor works together with the editor in deciding stories to be published and the pages where they are supposed to appear in line with the policy of *The Herald*.

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4.9.4 Senior assistant editors

These Senior Assistant Editors are just below the deputy editor. They are responsible for the uniform maintenance and effecting the editorial policy. They give instructions to executive editors, allocate work and supervise them.

4.9.5 Executive editors

There are two Executive Editors who deputies the Senior Assistant Editors. One is in charge of the news section and the other oversees the photographing and sub editors sections. They both report to the senior assistant editors on relevant issues.

4.9.6 News editor

The News Editor is in charge of the day to day running of the newsroom. He assigns reporters, approve their trips and edit their stories. If he is the one on duty, he gets diaries from reporters and weighs the depth of the news stories and makes his decision. He sets deadlines, ensures they are met and also assumes gate keeping and agenda setting roles. In addition, the news editor decides on story by-lines. In *The Herald* newsroom the news editor's position is equivalent to other desk editors like business editor, sports editor, features editor and entertainment editor.

4.9.7 Business editor

He is in charge of the business section and selects stories for coverage. He manages all the work done by business reporters.

4.9.8 Entertainment Editor

The entertainment editor is in charge of the entertainment section, articles or news stories proposed for publication every day. In *The Herald's* case the entertainment editor supervises reporters in the section.

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4.9.8 Features and supplements editor

The features and supplements editor is responsible for the selection of soft news stories for publication. At *The Herald*, the entertainment editor writes most features stories in the newspaper although there are reporters under his supervision.

4.9.9 Senior sports editor

Robson Sharuko is the Senior Sports Editor at *The Herald* who is in charge of the sport section. He leads a team comprised of deputy sports editor, Petros Kausiyo, on line sports editor, Augustine Hwata and reporters, Eddie Chikamhi, Grace Chingoma and Takudzwa Chitsiga. Sport correspondents like Bothwell Mahlengwe also report to the Senior Sports Editor. His responsibilities include spelling out the editorial policy of the newspaper in the field of sporting, supervision and allocation of diaries to all sports writers. He edits stories from reporters and line editors and he has the responsibility to either spike the story or completely drop it in line with the ownership and control mechanisms pattern of the organisation.

4.9.9.1 Chief photographer

The chief photographer is responsible for the photography section of *The Herald*. He directs the taking of photographs relevant to news, business, sports and feature stories. He is also responsible for re cropping and retouching of file photographs as well as identifying and choosing the right photographs for use on a daily basis.

4.9.9.2 Chief sub editor

The chief sub editor is the man behind the production of the newspaper tasked with the responsibility of designing and page layout of the newspaper. His other duties include proof reading of stories brought by reporters from different sections of the newspaper.

4.9.9.3 Sub editors

In *The Herald* newspaper, the sub editors are responsible for page design and layout in unison with the chief sub editor. Other duties and responsibility include placement of news and advertisements in the newspaper. They also write news headlines in their various categories.

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4.9.9.4 Reporters

Reporters both senior and junior are responsible for news gathering and writing. They report to line editors depending on their beats. In the case of my study, the reporters from the sports desk are responsible for the framing, constructing, re-constructing and re-imaging the credentials of the former Dynamos football coach, Callisto Pasuwa when he guided the De-Mbare side to its fourth consecutive premier league title in 2014.

4.9.9.5 Cartoonist

A cartoonist is a very critical person in the newspaper operations. He is creative, humorous and tells a story in pictorial. The cartoonists can denounce or create personalities of their targeted people through pictures.

4.9.9.6 Photographers

Photographers are responsible for taking pictures which accompany some stories and are in charge of the studios. The photographers work with reporters in the field getting instructions on pictures to take as per instruction from the writer of the story. Back in the newsroom, photographers work with both the editor and the chief sub editor to decide on pictures to be selected for the newspaper.

It is against this background that I scrutinized *The Herald's* organizational structure in line with my study which investigated how *The Herald* framed, imaged and re-imaged the former Dynamos coach, Kallisto Pasuwa's credentials before and soon after guiding the Harare side to win its fourth consecutive premier league title.

4.9.9.7 Nature of *The Herald's* core business

The Herald is a newspaper whose core business is to produce a newspaper daily except on Sunday where its sister newspaper, *The Sunday Mail* is published. *The Herald* consists of a section of main pages that carry local Zimbabwe news and international news, a business section that carries business and financial news, entertainment section that caters for entertainment and amusement news articles, a features section and a sports section that

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carries news to do with the sporting world. The other 70 percent of the newspaper is allocated to advertising.

4.9.9.8 Advertising

Advertisers develop power and control over media due to the fact that they buy and pay for audience attention (Chomsky, 1988; Napoli, 2003). The company provides a wide advertising platform in the form of all magazines and newspapers it publishes. The newspaper offers a choice of display and classifieds advertising. Display advertisements range from a small corner to a full page in either colour or black and white. The classifieds are usually black and white but colour ones can be provided at an extra cost. This department generates revenue for the upkeep of the newspaper. In moving with the information age, the department also has online advertisements, which also generates money for the organization.

4.9.9.9 Link with other organizations

The Herald has links with both local and international news agencies such as New Ziana, Agence France Presse (AFP) and Reuters to get a variety of news and inform local readers on what is happening the world over. Wire services also supplement the daily diary of a newspaper and acknowledgment is given at the end of each story bought. *The Herald* also has strong relations with its sister newspapers under Zimpapers such as *Sunday Mail*, *Manica Post* and *Chronicle*.

4.9.9.9.1 Conclusion

The chapter has analysed *The Herald*. Concerns of the study have been presented and the research methods used in data gathering have been also presented. The next chapter focuses on the presentation of data gathered and an analysis of the same data will be done.

CHAPTER FIVE: DATA PRESENTATION AND ANALYSIS

5.0 Introduction

This chapter presents and discusses, findings of the research. Data for the study was gathered through archival research from the archives of the Zimpapers at *The Herald* House. Selected news paper stories focusing on Kalisto Pasuwa during the period under study were subjected to critical discourse and semiotic analysis as explained in the methodology chapter. Moreover, interviews were also conducted with sports journalists and sports editors from *The Herald* newspaper, as explained in the methodology chapter. As highlighted earlier, the thrust of the research is to provide an explanation and analysis on how the history making former Dynamos Football Club coach, Kalisto Pasuwa was constructed by the publicly owned but government controlled newspaper, *The Herald*, before and soon after guiding the Harare side to win the fourth consecutive league championship in 2014. The chapter thus, provides a nuanced insight on the role played by *The Herald* in the making and unmaking of Pasuwa's coaching pedigree during the period under study. Data is largely presented utilising a thematic approach.

5.1 The Great Khali of Zimbabwean soccer

This study has established that the history making former Dynamos FC coach, Kallisto Pasuwa was described as a great coach in the newspaper articles analysed. The former Dembare coach was hailed as 'Great Khali', 'King Khali', 'Great Coach' and Greatest Dynamos son of all times, in apparent honour and respect of his of role as coach during the period just before and soon after guiding Dynamos Football Club to win a fourth consecutive PSL title in 2014. A story by *The Herald* senior sports editor, Robson Sharuko on 23 November titled "Salute the Great Khali," suggested that Pasuwa was undoubtedly of all epochs in the Zimbabwean football history. It is plausible to submit that the nomenclature 'Great Khali', is appropriated from the World Wrestling Federation (WWF) in the United States of America. Great Khali is one of the world's strongest and powerful wrestlers known

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for winning many of his games. Wrestling is a game of skill but above all strength and stamina makes one a king of the ring. Thus equating Pasuwa to the wrestler, Great Khali, is a strong statement that the former Dembare coach is an indomitable coach from his own class.. It is also worth noting that former PSV Eindhoven and Zambian national team forward, Kalusha Bwalya was better known as King Khali by the mass media during his playing days. Popular for his dribbling skills and scoring tactics, it was befitting for the mass media to honour Bwalya as King Khali. Thus *The Herald* sports reporters saw it befitting to equate the former Zambian and PSV Eindhoven forward to Pasuwa as having exhibited the same skills and tactics as Bwalya to guide his club to win a fourth consecutive Premier Soccer League championship in November 2014.

Pasuwa's first match in November 2014 was with Bantu Rovers on November 2 at Rufaro stadium which ended in a goalless draw but later the team won matches which followed. . With three games left before the PSL race came to an end, Eddie Chikamhi in a story published on 8 November 2014, predicted Pasuwa winning a straight fourth consecutive league title . For Chikamhi, no one could stop on the Great Khali's way. Part of the story read:

The Harare giants have put themselves into a very good position to help Kallisto Pasuwa to win four straight league titles in the history of the domestic premiership

The description of Dynamos as having put themselves in a 'very good position' to win the league is not coincidental. It might be correct to argue that Chikamhi from this discourse, was convinced Pasuwa, the Great Khali would prevail in the league race which had gathered momentum. Memory is deployed by Chikamhi in this story as he reminds readers that Dynamos FC, won four consecutive league titles as from 1980 to 1983 albeit under different coaches. In that same capacity we are also reminded that Highlanders FC also won four consecutive premier league titles as from 1999 to 2002 under different coaches. It is clear from the story therefore, Pasuwa is the greatest coach in Zimbabwe's football history..

Singling out Great Khali as a shrewd mentor, Chikamhi wrote:

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Now, for the first time one coach stands out on the threshold to win four straight league titles and Pasuwa knows he is one on the verge of sealing his immortality if he can guide his men home.

It won't be an easy task as ZPC Kariba is providing a huge challenge but DeMbare have shown in the last 15 games in which they are to lose a game, that they are specialists when it comes to negotiating the home stretch.

Winning the fourth consecutive Premier Soccer League championship would make Pasuwa a coach who will be remembered for ever in the Dynamos family for having performed above the rest of the coaches in the period under study. His achievements had become a success story and left a legacy that cannot be rubbed. When Chikamhi notes that it would not be easy for Pasuwa given the challenge posed by ZPC Kariba, he knew very well that the Harare club is good at manoeuvring and negotiating the art of outwitting opponents when it matters most like in previous years when the club just needed just a goal difference to be crowned champions.

This report by Chikamhi is a clear indication that the mass media create heroes, built the image and promote credentials of sports personalities such as coaches in the manner they cover individual sportsmen. This discourse is confirmed by Weber (2002) who contends that nothing is real or original but rather, everything including the sentences written in newspapers is a construction of reality.

The Herald senior sports editor, Robson Sharuko, commenting on an article by Bothwell Mahlengwe who stood for him on his Saturday column when he was away has this to say in reference to Pasuwa:

He sang a song which appears very popular at the Glamour Boys right now where Pasuwa's stock has risen dramatically, in the wake of the ugliness that has painted his divorce from a team he turned into the dominant force on the domestic scene again.

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Sharuko said Pasuwa gave his team's fans the bragging rights they had lost in the worst dozen years of their history which ended with his arrival. Further the senior sports editor asserts that in his article that from 1998 to 2010, Dynamos won only one league championship in 2007 which represents one league title in every 12 years, a pathetic return for a club which from 1963 to 1997, a period of about 34 years, won 16 league titles at an average of a league every two years. Describing Pasuwa as Great Khali, Sharuko wrote:

His four successive titles was trailblazing adventure into the world that we never believed existed, one coach winning four championships on the trot with not only the same team, but the very team where lasting a year in charge represented a milestone achievement, and that his success hadn't been written in 52 years, highlighted why it was so special.

The trailblazing adventure is a discourse by Sharuko which made Pasuwa a unique coach who pioneered the tactical art of winning the Premier Soccer League championships at the last straw. Sharuko also talks of a milestone achievement and this qualifies Pasuwa to be a great coach whose style of coaching remained above the rest.

This description concludes the role of the mass media in framing, constructing, re-constructing and re-imaging of the personality of a coach in the likes of Pasuwa when he managed to guide Dynamos Football Club to win a fourth consecutive Premier League title in 2014. During an interview at *The Herald* house, Chikamhi said one's achievements makes him great so Pasuwa having won four consecutive Premier Soccer League titles deserves to be honoured as King Khali. One cannot be luck in four seasons. He is an achiever and this makes him as great as King Khali."

In another interview, *The Herald's* deputy sports editor, Petros Kausiyo points out that in sport, greatness is measured by winning, stating that the former world boxing champions,

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Mike Tyson, Mahommed Ali and Proud Chinembiri (Kilimanjaro) became great boxers as a result of winning fights.

It is not how beautiful you play but it is about winning. This is Pasuwa and he has set a record and remains the only one with the history until a time when someone overtakes him.

Winning and playing a beautiful game are different as alluded to by Kausiyo. One can play a beautiful game of displaying good dribbling and passing skills but fails to win a match. According to Kausiyo, the former boxers were winners who at their time could not be matched by any other boxer. Thus equating Pasuwa to a winning coach and setting his own record is an achievement yet to be realised by another coach.

Although Pasuwa managed to win most of his games, the way he was represented by the mass media, particularly sports reporters from *The Herald* has shown that the media frame, create heroes and villains. The discourse on media and reality in sport explores the issues on the making and unmaking of elite sporting stars and the conferment of heroic status on sport personalities and even the framing of individual sportsmen and countries (Whannel,1999; Giulianotti, 1999, Andrews and Jackson, 2001; Smart, 2005; Tulle, 2014). The reports by

The Herald senior sports editor, Sharuko further reports that it took Dynamos Football Club 13 years from its formation in 1962, in the so called golden years, where some of the best players like George Shaya and Ernest Kamba where at their best to win four league titles in 1963, 1965, 1970 and 1976, something that Pasuwa managed to do in just four years of leading the Glamour Boys.

Pasuwa in just four years, guided Dynamos to more league titles than they won in the entire Swinging Sixties and he has never lost his team's biggest rivals, Caps United and Highlanders in the games that matter

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Sharuko is clear and to the point that Pasuwa is unmatched and the record he set in the domestic league has not been achieved in the history of the club spanning for the last 52 years.

The media coverage of Pasuwa by Sharuko is a clear indication by McCombs and Shaw (1997) who suggested that framing is an extension of agenda setting concerned with the effect that media content has on audiences. Audiences who are the recipients of media content tend to agree and follow information produced by the mass media. In apparent lamenting the departure of Pasuwa following the expiry of his contract which he did not want to renew, Sharuko points out that Dynamos might never know what they had, until its gone, and Pasuwa's true value will be realised now that he is not on the scene. Likening the departure of Pasuwa to Alex Ferguson from Manchester United, Sharuko said,

You know how we felt when our old man, Sir Alex Ferguson, left us, after 26 year love affair that, twice, turned us into champions of Europe, and twice into the champions of the world and he was replaced by a coach, so clueless of this level of guiding such a giant, we became a loving stock of everyone

Sir Alex Ferguson was a renowned manager at the English club Manchester United. During his managerial career, Ferguson won a number of Barclay Premier League championships as well as other continental tournaments such as Champions League, making him the greatest coach in the history of Manchester United. He became popular with both supporters and club management. However, when he retired after a 26 year career, he recommended the former Everton gaffer, David Moyes to succeed him. Clueless as alluded to by Sharuko, the team lost steam and became a laughing stock when it started losing matches to some clubs that had never beaten club in its history. The manager was fired.

In this discourse, Sharuko likened Pasuwa to Ferguson in that the former Dynamos coach moulded a fairly average team to a formidable outfit in the Premier Soccer League and went on to win four consecutive championships in addition to other domestic cups like the Mbada Diamonds Cup. Just like what happened to Manchester United when Ferguson retired, Moyes

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failed the club, and it is envisaged that the departure of Pasuwa from Dynamos and the hiring of David Mandigora may result in the team failing to win trophies. Already there are indications that Mandigora is struggling to maintain the momentum set by Pasuwa. In the last two weeks, Dynamos lost two consecutive matches, one to a minnows Whawha Football Club which did not have any sporting history. This according to Sharuko, Dynamos supporters may not know what they have lost until its gone, referring to the departure of Pasuwa..

This is agenda setting in which Sharuko sees the departure of Pasuwa who was replaced by David Mandigora as a process which will result in the club losing its record of winning domestic league championships.

McCombs and Shaw (1997) further points out that due to the fact that media content is part of the process by which meaning is derived, the mass media actively set “frames of references” that readers and viewers use to interpret and discuss public events. Frames are considered schemes both of presenting and comprehending news. From Sharuko's reports, Pasuwa is glorified and regarded as a hero and the best coach Dynamos has ever produced in its history spanning over 50 years. As Weber (2002) rightfully pointed out that it has become textbook knowledge that media construct reality, I tend to agree Weber's opinion given the way *The Herald* reporters framed and constructed the image and personality of the history making former Dynamos coach, Kallisto Pasuwa's credentials before and soon after guiding the Glamour Boys to win the fourth consecutive premier league title in 2014.

5.2 DeMbare's Greatest coach of all times

The dissertation also found out that *The Herald* described Pasuwa as Dynamos FC greatest coach of all time, having guided the club to a rare fourth consecutive league title in 2014. On November 26, *The Herald* senior sports editor, Robson Sharuko wrote an article headlined, ‘Dynamos refused to drown in pool of shame. In the story, Sharuko described Pasuwa as a man who was parachuted from obscurity, with a fledging career that had experienced more setbacks than positives to provide the stability factor to a DeMbare boat that had run into stormy waters last year, knew the extent of his grand achievement.

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Another sports reporter with *The Herald*, Takudzwa Chitsiga described Pasuwa as a great coach. Writing on 5 November 2014, Chitsiga said that Pasuwa took over as DeMbare coach from close friend Lloyd Mutasa in the second half of the 2011 league championship season and rescued a campaign, which had skidded off the rails, as the Glamour Boys turned on style and somehow, beat FC Platinum in the race for the biggest prize in domestic football. The sport reporter states,

Pasuwa has built dynasty, since winning his first league title and has guided Dynamos to success in the 2012 and 2013 seasons and so on all the three occasions, the Glamour Boys have needed a superior goal difference to power their way to victory.

Refereeing to Pasuwa as having built a dynasty, Chitsiga is likening the former Dynamos gaffer to be part of a family of kings or rulers whose parents or grandparents have ruled the country for many years. In Zimbabwe for example we had the Mutapa dynasty which ruled the eastern part of Zimbabwe from 1430 to 1760 dominating other dynasties and kingdoms. There was also the popular and most feared and powerful Rozvi dynasty in Zimbabwe which ruled between 1684 to 1834 and managed to dislodge the Portuguese militia who tried to take control of gold trade in Sub Saharan Africa. The powerful dynasty maintained its dominance in the Empire. Like in Europe, the Bourbon dynasty rules France for 200 years prior to the revolution. The discourse of attributing Pasuwa as having built a dynasty, Chitsiga is framing the former coach as being part of the Dynamos family that functioned in the same way as either the Rozvi, the Mutapa or the Bourbon dynasties for having enjoyed dominance in premier league football for the last four years, a fit that no other coach in the Zimbabwean history had achieved it.

Buttressing Chitsiga's story, another reporter with *The Herald*, Grace Chingoma's interview revealed that Pasuwa was indeed a great coach. Chingoma said it is not easy to win four consecutive premier league titles. She said Pasuwa managed to endure pressure from management which was compounded by limited resources and sometimes non-availability of training ground to register victories and went on to win the 2014 PSL championship.

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He is a real man who managed to handle pressure and went on to deliver good results. I have seen it myself as a reporter that coaching Dynamos is not easy given the nature of management and supporters but Pasuwa had defied all odds and stuck to his principles.

Chingoma is justifying the framing and image building aspects by representing Pasuwa as a great coach who defied all odds and delivered results even if the conditions were unfavourable. By defying all odds, Chingoma is tracing the difficulties the former Dynamos coach endured in the hands of reporters and his employers. Apart from stories that humiliated him after losing an important match to ZPC Kariba, his employers piled pressure on him when at times they failed to secure a venue for training, failure to pay winning bonuses to players as well as delay in the payment of his wages. But above all Pasuwa soldiered on and went on to provide results.

Pasuwa who became much more popular in his coaching career than the time he was a player at Dynamos has earned the favour and positive reporting from *The Herald* reporters who describe his coaching skills as above the rest. This is a typically framed and constructed image aspect. According to Hall (1997) and Weber (2002) studies on celebrities the world over point to everything as a construction of reality hence nothing seems to be original but rather a creation of reality. Hall (1997) further argues that society only knows the world through re-presentation of reality by the mass media; hence *The Herald* reporters framed and constructed Pasuwa as a great coach and not an opportunist during the period when he guided Dynamos Football Club to win their fourth consecutive premier league title in 2014.

Augustine Hwata, *The Herald* sports reporter also glorified Pasuwa as the greatest coach Dynamos ever hired in its history spanning 52 years. On 10 November, Hwata points out that since Pasuwa took over at Dynamos in August 2011, no team or coach has managed to win back to back league fixtures against Dynamos in one season until they lost to ZPC Kariba. Kausiyo said in an interview that Pasuwa's job was demanding and both the fans and management wanted positive results which the history-making former Dynamos son managed to produce. Kausiyo said Pasuwa is a typical example of an unsung hero who created his luck on the pitch by positioning his players on the strategic positions so that they could cause havoc once an opportunity arose.

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The Herald columnist, Bothwell Mahlengwe re-iterates that Pasuwa is a coach in a class of his own. He writes:

No other coach in Zimbabwe has ever won four league titles on the trot and we can even go back to the start of our league championship in 1962 which is 52 years ago and we won't find any coach who matched to do that. Honestly speaking there is no other coach who is going to surpass what Pasuwa has achieved in his short stint as coach, worse still, working under the kind of pressure that one gets in coaching Dynamos.. "In short, Pasuwa is a football genius unmatched at the moment.

The use of phrases like 'no other coach in Zimbabwe has ever won four league title on the trot' by Mahlengwe is a discourse that glorified Pasuwa's personality and coaching credentials by making him the greatest coach ever who is better than anyone in the country. When Mahlengwe said that no other coach is going to surpass what Pasuwa has achieved in his short stint, he is setting an agenda to readers that the former Dynamos coach is the only one with the capability to deliver. These blanket statement overshadows the potential of other coaches and portray Pasuwa as a pace setter and a genius unmatched in Zimbabwean football at the moment. The statement is a typical example of agenda setting where according to McCombs and Shaw (1972), is emphasised the role of the mass media on placing certain issues and the importance attributed to these issues to influence the audiences of mass media products to accept certain content.

In support of Mahlengwe, the deputy sports editor of *The Herald*, Petros Kausiyo said in an interview that good coaching skills and character built on the nature of the environment under which the coach operated as well as pressure from fans and management during the course of the season made Pasuwa a great coach.

"Pasuwa did not have a much strong team to talk about having lost some players who went to South Africa but he did something special which could be good coaching skills, ability to motivate players and an element of character at the critical moment to win matches and became a great coach"

The reporter is re-visiting the composition and strength of the team and how Pasuwa managed to mould it in to a formidable outfit that caused havoc in the premier soccer league

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in the period under study. In this regard Pasuwa is viewed as a great tactician who managed build a team comprised of average players to be forces to reckon with. Use of language by the reporter to describe Pasuwa as having managed to put up a strong team shows the role of the mass media in framing and creation of heroes. As stated by Goffman (1996) frames are persistent, enduring and re-occurring and the mass media use frames to develop story patterns over time. Eddie Chikamhi another reporter at *The Herald* admitted that journalists tend to sentimentally support clubs and coaches, hence the positive portrayal of Pasuwa as a great coach. Chikamhi said that what should be expected from a reporter covering a team like Dynamos which commands the largest support base and at the same time increase sales of the newspaper is just positive reporting.

5.3 Pasuwa a mere opportunist

The study noted that at one point, Kalisto Pasuwa's image became fluid and unstable. The discourse of Pasuwa as the Great Khali and greatest coach of all time at one point mutated. *The Herald* discourse appeared to question the success story or coaching credentials of the former Dynamos midfielder suggesting that he was a mere opportunist riding on good luck. Following Dynamos 1-2 loss to ZPC Kariba on 3 November at the National Sports stadium in a match where victory could have guaranteed the league championship, discourses hailing Pasuwa as the Great Khali or greatest coach of all time, mutated. In other words, *The Herald's* tone on Pasuwa seemed to indicate that the former Dynamos midfielder was 'human' after all. It is plausible to submit that Pasuwa's status as a hero shifted to become a villain in the news media discourse.

A story by *The Herald's* deputy sports editor, Petros Kausiyo on November 8 headlined "DeMbare chokes again, beaten by ZPC Kariba" riled the camp with *Herald* sports journalists starting to change the prominence they attributed to Pasuwa to denigrate him as an opportunist who was failing the club despite his previous good record. All of a sudden, mockery became a tool deployed by the newspaper, conveniently forgetting the previous success story made by Pasuwa in the coaching arena.

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Kausiyo submitted on November 22 in a story headlined "Last Supper for Pasuwa" that Dynamos seeking an unprecedented fourth successive league title take on How Mine in a match which even a victory might not be enough to guarantee them the ultimate prize as they are currently two points behind ZPC Kariba who also have a superior goal difference over them.

The Last Supper, Biblically, is a period when Jesus Christ met and dined with his disciples for the last time before arrest and crucifixion .. In the story Jesus knew that he was to be arrested and later crucified, marking the end of his mission on earth.. The discourse of the last supper was likened to Pasuwa who was in charge of his last match of the 2014 PSL with How Mine.

The history making former Dynamos FC coach had made it clear that he was not going to renew his contract even if he won the championship. But the discourse of the language by Kausiyo suggested that Pasuwa's last supper meant that the former coach was to leave the club a miserable coach having watched Dynamos failing to clinch the PSL title. In essence Kausiyo appeared to suggest that even if Dynamos FC won the league title, it was mere luck as it meant that ZPC Kariba lost to Caps United with the Glamour Boys accounting for How Mine. Kausiyo's story concludes the discourse on media and reality in sport which explores the issues on the making and unmaking of elite sporting stars and the conferment of heroic status on sport personalities and even the framing of individual sportsmen and countries (Whannel,1999; Giulianotti, 1999, Andrews and Jackson, 2001; Smart, 2005; Tulle, 2014). Here Kausiyo was using the discourse of the unmaking of a hero.

An article by Bothwell Mahlengwe on November 15 with a headline "The title we threw away" is one typical example where Pasuwa was de-constructed and labelled an opportunist. The story reads in part:

It is not easy for a man to accept that he is wrong, but there are times when one has to eat a humble pie and say I was wrong. With five games to go and Dynamos leading the logo by tow points, never in my imagination did I expect them to slip up and literally hand over the title to ZPC Kariba.

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Mahlengwe went further, "This season I thought Kallisto Pasuwa would make history and become the first coach in Zimbabwe to win the league title four times on the trot. This feat would have made him Coach of the Decade with six more years to go. Unfortunately the feat now seems remote, if not impossible. This year's league title is now for ZPC Kariba to lose. And, with the crop of players ZPC have, it is unlikely that they will let it slip away the way our Glamour Boys did."

In this report Mahlengwe had already written off Pasuwa as a contender of the 2014 PSL title suggesting that luck might appear when ZPC Kariba was going to lose. The discourse by Mahlengwe deconstructs Pasuwa as a great coach reducing him to a mere opportunist.

On why the mass media particularly *The Herald* sports reporters suddenly changed position and denigrated the coach they once portrayed as a great coach to an opportunist, Kausiyo said in media a position can change at any time depending on what is happening on the ground. He said when the league reached its climax with a two horse race between Dynamos and ZPC Kariba, journalists, club supporters and Dynamos management expected the Glamour Boys to wrap up the title chase by beating ZPC Kariba but failed. Kausiyo said it was disappointing for the experienced Dynamos to lose to a team which was coming from the first division and this attracted the anger not only of supporters but the media as well.

"It was not expected for Dynamos Football Club to lose at such a stage when everything was pointing to beating ZPC Kariba who were the underdogs and win the championship with one game in hand".

This according to Kausiyo saw reports on Pasuwa's greatness changing to a villain because there were strong indications that the loss meant surrendering the championship to ZPC Kariba. Eddie Chikamhi, a sports reporter with *The Herald* downplayed Pasuwa's achievement in 2014. He said the 2014 Premier Soccer League lacked real competition that left Dynamos as a dominant team playing alongside minnows where the traditionally strong clubs like Caps United and Highlanders were performing below par.

I wouldn't say Pasuwa was a great coach because the 2014 premier soccer league lacked real competition. The traditional big teams in the premier soccer

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league were not performing and only Dynamos was the strong team that dominated the premier soccer league.

Kausiyo is using the discourse of denigrating teams in the premier soccer league in 2014 as not highly strong enough to pose a threat to Dynamos at a time when Caps United and Highlanders were at their weakest. This according to Kausiyo, Pasuwa was all alone and did not qualify to be a great coach but just an ordinary coach who could rely on mere luck given that his club Dynamos had to content with ZPC Kariba which had shown some strength to compete with the Glamour Boys.

Another story which de-constructed Pasuwa's image was written by Moffat Mungazi on 15 November 2014. The story under the headline, Chaminuka outwits Pasuwa discredited the former coach's record and portraying him as a man playing second fiddle to Chaminuka, a newcomer in the premier soccer league. The headline suggested that Mungazi was exposing Pasuwa's coaching capabilities as weak and fragile. To say Chaminuka outwits Pasuwa in the headline of the story, Mungazi was claiming that the ZPC Kariba gaffer was a tactician on the pitch whose ability and credentials were better than the Dynamos mentor. Ironically, Mungazi was quering Pasuwa's coaching credentials, something that changed when Dynamos suffered back to back defeat by ZPC Kariba. It was a really a defeat of the once hailed Great Khali. In the opening paragraph of the article, Mungazi wrote:

While Dynamos coach Callisto Pasuwa had over the last three years appeared having perfected the art of outpacing opponents during sprints towards the finishing line in the Castle Lager Soccer Premier league race, he finally met his match in ZPC Kariba's Saul Chaminuka.

According to Mungazi, Pasuwa was enjoying winning matches uninterrupted for a period of time during the deciding moments of the premier league when suddenly and unexpectedly a novice coach and his team coming from the lower division to top flight league appeared on the scene and swung a surprise. Just like what happened in Zambia some years ago, the founding President of the republic, Kenneth Kaunda who won independence from Britain in 1964 enjoyed uninterrupted power without any threat within the country for nearly 28 years

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until, a new kid on the block appeared. With the Zambian economy collapsing and Kaunda undisturbed and enjoying power, a trade unionist leader, Fredreck Chiluba appeared on the scene soon after forming the Movement for Multi Party Democracy (MMD), and participated in the general elections. The veteran politician met his match and lost the elections by a wider margin. The formation of MMD was just in the last minute before elections and it a typical example of Pasuwa's fine run which ended when Chaminuka who was coming from division one posed a shocker in the Premier Soccer League.

It has been asserted that the media conveniently remembers and forget certain facts in building their narratives so as to shape mental maps in understanding the world. The story deliberately reminds us that Pasuwa lost home and away to Chaminuka and effectively lost the battle when it mattered most, surrendering both the three points and the pole position. Clark and Ivanic (2007) assert that every writing is political. The selected texts and frames by *The Herald* deliberately aimed at unmaking the personality and specifically Pasuwa's coaching credentials. Robson Sharuko the senior sports editor of *The Herald* summed it up stating that Pasuwa is just a human after all. It can be argued, this was an admission, that Pasuwa had been humbled.

Despite the loss, Pasuwa did not give up despite reports suggesting "the end of an era." Pasuwa managed to resurrect and showed greatness once again, he got to the wire and by mere luck he won the 2014 Premier Soccer League championship. Adding his voice on the championship decider, Augustine Hwata deputy seniors sports reporter said that the win by Dynamos was just mere luck on the part of Pasuwa as it was evident that ZPC Kariba was certain to clinch the championship. But Hwata quickly asserts that the history making former Dynamos Football Club coach had worked for that luck to happen.

Yes the win was just luck because ZPC Kariba wanted just a draw or a win to secure maximum points but that did not happen when they went down to Caps United. Pasuwa was just luck but worked hard for the luck to be available.

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Writing another story under the headline “Saul electrocutes Pasuwa” Hwata’s discourse concluded that Pasuwa was dead, buried and a forgotten coach in the premier soccer league in Zimbabwe. The opening paragraph of the story reads,

“ZPC Kariba shrewd tactician, Saul Chaminuka became the only gaffer to collect six points within one season from league clashes against Dynamos coach, Callisto Pasuwa following their sensational 2-1 victory over the Harare giants in a Castle Premier soccer tie at the National Sports Stadium on Saturday,”

ZPC Kariba is from the Power generating company which produces electricity for both domestic and industrial use. However, there are times that if one tempers with electricity, he risks electrocution. Hwata likening Saul to electricity in his discourse, concludes that the defeat was just as good as having Pasuwa tempering with electricity and got electrocuted. As far as coaching credentials between the two coaches are concerned, Chaminuka had outclassed Pasuwa on coaching skills, credentials and strategy.

5.4 Immortality sealed

The dissertation established that by winning the fourth league title *The Herald* mutated its discourse which had questioned Pasuwa as a mere opportunist. The newspaper reverted back to their earlier position that Pasuwa was the greatest coach of all time who in actual fact sealed immortality by winning the fourth consecutive league title. Soon after walloping How Mine FC 2-0 on the last day of the Premier Soccer League in 2014 at Gwanzura stadium on 23 November, Pasuwa silenced journalists who had written off the Harare giants as contenders of the championship. A story by Kausiyo headlined “Simply Fourntastic,” surprisingly portrayed Pasuwa once again as a great coach. The newspaper went on to frame, construct, re-image and built a new profile of the former Dynamos coach soon after winning the final match of the 2014 Premier Soccer League. From the day other stories in *The Herald* showered praises on Pasuwa and glorified him as the only coach that had exhibited talent, skill and ability in the history of the Premier Soccer League in Zimbabwe until his final day at Dynamos Football Club.

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In the first story that Kausiyo wrote in praise of Pasuwa soon after lifting the most prestigious trophy, the first paragraph of the story reads,

“A tearful Callisto Pasuwa etched his name into immortality as he guided Dynamos to unprecedented fourth straight Castle Lager Premiership title and a new personal milestone on his swansong league assignment as the Glamour Boys powered their way to glory at the National Sports stadium yesterday. Pasuwa, who is leaving Dynamos at the expiry of his contract last month, fired his last salvo in the league with a hard fought victory on a dramatic final day of the 2014 that left leaders ZPC Kariba stunned in disbelief as they slumped to a 3-2 defeat by Caps United at Gwanzura with it the title, that had seemed destined for their trophy cabinet in the run up to the Sunday fixtures.”

The story by Kausiyo is glorifying the history making former Dynamos coach as someone who was almost down and out but defied all odds, resurrected and delivered at the most crucial moment. He did the unexpected on the last day of the 2014 Premier Soccer League and the last minutes of the match, proving himself to be a shrewd and a strategist in the domestic football, according to the discourse of the reporters. He then snatched the trophy from the Chaminuka.

The following Monday, Kausiyo again in a sign of praise and image building, wrote another story glorifying the former Dynamos gaffer as the ever greatest coach in the history of the Zimbabwe domestic league. The story with a headline, “Pasuwa, DeMbare make history,” reiterated Pasuwa's last minute technique to win the title when the odds were against him. The story written on November 25 read in part:

”The Castle Lager Premier Soccer League championship went to the wire yesterday with the top three teams – Dynamos, Highlanders and Harare City finishing level on 54 points but Dynamos clinched the title for a record 20th time courtesy of superior goal difference,”

Kausiyo said that the Dynamos son, Kallisto Pasuwa effectively sealed his place in the Dynamos Hall of fame after reverting contest that was only decided with the sound of final whistles in three stadia across the country's two major cities. In this discourse, Kausiyo who once described Pasuwa as an opportunist, found inspiring words to frame, construct and re-

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image the coaching credentials of the former Dynamos coach when he guided the Harare club to win a straight fourth Premiership title in 2014.

The Herald senior sports editor, Robson Sharuko who once said that Pasuwa had been humbled after losing a crucial match to ZPC Kariba which they were expected to win at all costs once again mutated. On 26 November, Sharuko in a story with the headline “Dynamos refused to drown in a pool of shame” suggested that it was unlikely that Pasuwa, who was parachuted from obscurity, with a fledging coaching career that had experienced more setbacks than positives to provide the stability factor to a fledging DeMbare boat that had run into stormy waters last year, knew the extent of his grand achievement. The discourse of a fledging boat that had run into stormy waters meant that the boat was directionless risking the safety of crew members and needed a good captain to steer it to safety. This was when Kallisto Pasuwa used all his tactics to mould a team that caused havoc in the premier league.

It is certainly unlikely, too, that the thousands of DeMbare fans who packed Rufaro to give a befitting farewell to their heroes in a season they had bounced back from the nightmare of Tunis to achieve greatness at home, knew the magnitude of what they had achieved.

The discourse of Dynamos's loss in the Africa Champions tournament in Tunisia which disappointed club management, journalists and supporters was eased when they found comfort at home after the Harare side romped to victory on the last day of the Premier Soccer League in 2014 and lifted the Premier Soccer League trophy.

Sharuko was justifying that Dynamos through the guidance of Pasuwa became the first team in the modern Premiership era stretching for 19 years to win back to back League and Cup doubles, a feat which has never been achieved by any other coach in the history of the domestic league in Zimbabwe.

Kallisto Pasuwa finally proved all critics wrong and was glorified as Great Khali or King Khali, Dynamos son and the history making coach when he guided Glamour Boys to win a straight fourth consecutive Premier Soccer League championship in 2014 season.

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5.5 Overall discussion of findings

This study has found out that the mass media are conduits for framing, agenda setting and construction of reality. In literature review it was asserted that the discourse on media and reality in sport explores the issues of making and unmaking of sporting personalities and the conferment of heroic status on sporting stars and even the framing of individual sportsmen and countries (Whannel,1999; Smart, 2005; Andrews and Jackson, 2001; Giulianotti, 1999 ; Tulle, 2014) Goffman (1996). During the time when Dynamos FC was winning matches, there was the making of the personality of the coach, Kallisto Pasuwa as Great Khali/King Khali and the Great Coach. However, soon after the Harare giants lost a crucial match to ZPC Kariba which could have secured an outright victory with a game in hand, the mass media mutated and went on the unmake Pasuwa as an opportunist who survived on mere luck to win the championship in the same period under study. Such discourses as 'Saul electrocutes Pasuwa', 'Chaminuka outwits Pasuwa' and 'Last Supper for Pasuwa' were frames meant to humiliate and denigrate the former Dynamos coach as someone who lacked capability to lead the team to victory.

However, the same mass media particularly *The Herald* sports reporters made a surprise turn when they began praising Pasuwa when his team won the last game of the 2014 Premier Soccer League and lifted the trophy. Pasuwa sealed his Hall of fame in Dynamos, Pasuwa, DeMbare make history and Dynamos refused to drown in pool of shame are some of the discourses that glorified the former Dynamos mentor after he guided the Harare side to win a straight fourth consecutive Premier Soccer League title in 2014 are in agreement with scholars who argue that the mass media create heroes and villains and that every reality is a construction...

McCombs and Shaw (1972) submit that it is the mass media that set agenda in the manner they create public awareness and concern of salient issues. According to McCombs and Shaw (1972) the press and the media do not reflect reality; they filter and shape it, leading the public to perceive those issues as more important than other issues. The findings of the study

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fully agrees that an agenda was set on Pasuwa as the greatest coach in the 52 year history of Dynamos after he guided the Glamour Boys to win a fourth consecutive Premier Soccer League in 2014. Interviews conducted with sports reporters and editors of *The Herald* revealed that the mass media set agenda depending on the situation prevailing on the ground. In good times Pasuwa was portrayed as a Great coach especially when he won the 2014 Premier Soccer League while at the same he was de-constructed when he dropped points.

Importantly, the framing theory provides useful lens for better understanding of how media power is realised through construction of reality and this is fully answered by the manner Pasuwa was framed just before and soon after guiding his side to win a fourth consecutive title in 2014. The history making coach and Dynamos son who had built a dynasty as well as sealing immortality are some of the frames that glorified the personality of Pasuwa. The framing theory asserts that journalists deliberately or unwittingly determine the frames to use in a news article. It is the assertion of this research following on McCombs and Shaw (1972). Pasuwa's success story was also shaped by various forces and filters which influenced the re-imagining of Pasuwa as Great Khali when he silenced critics and guided his team to win a fourth consecutive Premier Soccer League championship. Pasuwa was indeed Great Khali and not an opportunist.

5.6 Conclusion

This chapter has presented, discussed and summarised research findings of interviews and newspaper articles from *The Herald*. The chapter also explored the discourse used in framing, construction and imaging of the former Dynamos coach's credentials before and soon after guiding the Harare club to win a fourth consecutive premier league title in 2014. The interviews of sports journalists and editors of *The Herald* and newspaper articles indicate that Pasuwa was framed as Great Khali or King Khali. At one time Pasuwa was also framed as an opportunist whose luck saw him winning four consecutive premier league titles. The next chapter serves as the conclusion to the study.

CHAPTER SIX:

Conclusions and Recommendations

6.0 Introduction

This chapter serves as the conclusion to the study. The chapter summarises the intensions of the study, methodological and theoretical approaches as well as findings of the study. Limitation of the research is also pointed out. The researcher also makes recommendations to *The Herald* as well as identifying possible areas of future study.

6.1 Concluding remarks

This study sought to find out how *The Herald* represented, framed, constructed and re-imagined the personality and credentials of the former Dynamos Football coach, Kallisto Pasuwa just before and soon after guiding the Glamour Boys to win a fourth consecutive premier soccer league title in 2014.

Theoretically, the study is informed and guided by the framing theory as well as the political economy of the media theory. The study concurs with media scholars (Hall, 1997; McQuail, 2010) that the media are political actors, actively involved in the creation of reality. As Malcom X noted, they are a double edged sword. In essence the media can legitimise or delegitimize identities and communities. Such an insight guided the study to provide a nuanced insight on how Pasuwa was constructed during the period under study.

Methodologically, the research is largely qualitative deploying an interpretive design. As detailed in the methodology chapter, purposively sampled articles from *The Herald* were subjected to critical discourse and semiotic analysis. In-depth interviews were also conducted with selected sports journalists from the newspaper to complement textual analysis based data.

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This study found out that during the course of the period stretching from 3 November up to the end of the PSL in 2014, Pasuwa was positively framed, constructed, re-imaged and represented as Great Khali. Such discourses as King Khali, Son of Dynamos and the history making coach were common reports in *The Herald* newspaper where Pasuwa was enjoying positive publicity.

However, tables were turned when Dynamos Football Club lost a match to ZPC Kariba on 8 November 2014 which was set to guarantee victory. *The Herald* reporters and editors started framing and representing Pasuwa negatively to appear as an opportunist who relied on mere luck to win matches. The newspaper seriously de-constructed and used all discourses to unmake the personality and image of Pasuwa from a great coach to a villain and opportunist. This concludes Hall's (1997) assertion that every reality is a construction and that society only knows the world through re-presentation of reality by the mass media.

The fluidity of the coach's identity in the newspaper became apparent after Dynamos FC won the league title. The newspaper changed their slant and described Pasuwa as the greatest coach in the Zimbabwean football history, getting the better of the likes of Sunday Chidzambwa often hailed as the most successful coach in Zimbabwe.

6.2 Recommendations to *The Herald*

This study recommends that *The Herald's* journalists must report objectively, be fair, factual and truthfully. The newspaper should not sensationalise issues and set agenda to influence decisions that may result in affecting the credibility of other people. As a publicly owned newspaper, *The Herald* should restrict itself to the important role of informing, educating and entertaining the masses without bias or favour.

6.3 Recommendation for further study

The study recommends that future studies could focus on the media's construction of the economic performance of football teams in Zimbabwe. Such studies are necessary since the game, has undoubtedly become an industry across the globe.

6.4 Conclusion

This chapter has summarised the major thrust of the study. The study's theoretical as well as methodological approach has been hinted. Findings of the study as well as recommendations to the newspaper and possible areas for future studies have been made. It is apt therefore to say to a larger extent research questions and objectives of the study set in the introductory chapter have been convincingly addressed.

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