

DOI: <https://doi.org/10.5281/zenodo.6590797>

EXPLORING THE ROLE OF MASS MEDIA IN PROMOTING GOOD GOVERNANCE: AN INTERPRETIVIST PERSPECTIVE

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ABSTRACT

The system of governance in South Africa is a concerning issue characterized by poor accountability, lack of transparency, and lack of public participation. After observations, it is crucial in this fourth industrial revolution to assess the role of mass media in promoting good governance, which leads to proper accountability, public participation, and transparency. The main aim of this study is to explore the importance of mass media in promoting good governance. The focus of the study was on eight (8) wards in King Sabata Dalindyebo Local Municipality. The existing literature related to this topic was reviewed by the researchers on mass media and good governance, with the foundation of Media Ecology Theory (MET) introduced by Marshall McLuhan. Briefly mass media plays a role of exposing government failure, promote accountability, provide proper communication and government success, while providing people with information about maladministration, corruption, and public scandals. A cluster sampling method was used to select the respondents which made total of sixty (60) respondents. The population is made up of adults and children from community and municipality. The study adopted mixed method approach to gather data and analyze data. Quantitative (questionnaires) were conducted to fifty (50) community members and qualitative (in-depth interviews) with ten (10) municipal officials. RStudio software was used for quantitative data presented in graphs and for qualitative data word cloud was utilized. The finding revealed that majority of the participants agreed that mass media promotes good governance, and a few disagree. The study recommends that Mass media should provide conducive space for masses to enable participate in governance issues. Media publication at grassroot level should also focus on fighting corruption, lack of good governance, and improve consultation of public in formulation policy the study.

Keywords: Mass media, good governance, Media Ecology Theory (MET), Accountability, Public participation.