

COMPARING CGTN AFRICA AND BBC AFRICA'S COVERAGE OF CYCLONE IDAI IN AFRICA: A SOCIAL RESPONSIBILITY STANDARD AND GEOGRAPHICAL PROXIMITY APPROACH

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Abstract

This study comparatively analysed how China Global Television Network Africa (CGTN Africa) and British Broadcasting Corporation Africa (BBC Africa), as the only broadcasting global media firms with state-of-the-art news production centres in Africa, covered the Cyclone Idai (2019) on the basis of their social responsibility standards and geographical proximity. For the study, Cyclone Idai with restricted predictable nature has been selected in order to observe global media coverage, in both pre and post Cyclone Idai phases.

This study concludes that CGTN Africa and BBC Africa covered Cyclone Idai (2019) on the basis of their social responsibility role by focusing much on the human interest aspect of the disaster in their broadcasts. But, CGTN Africa further went on to give more attention to the recovery and reliefs too, which BBC Africa left unnoticed. Although, CGTN Africa and BBC Africa gave comparatively sufficient coverage to post-Cyclone Idai period yet certain significant disaster related features received low or no coverage during their social responsibility role. It was found that CGTN Africa didn't give much coverage to responsibility, economic consequences and preventive actions, whiles BBC Africa did same including recovery and relief actions.

The study found that geographical proximity has impacted the frequency global medias coverage of Africa, as CGTN Africa and BBC Africa together published 102 articles about Cyclone Idai. But CGTN Africa played their social responsibility role effectively as they published more news stories than BBC Africa in relation to frequency used as the operational framework of this study's geographical proximity.

This study discovered that CGTN Africa and BBC Africa ignored the pre phase of Cyclone Idai and gave immense coverage to the post-disaster phase, as only the former published one news story for the pre phase of the catastrophe. Since there is restricted predictability of tropical cyclones, absence of media coverage before the calamity was in a way justifiable.

Keywords: Social responsibility, Cyclone Idai, CGTN Africa, BBC Africa

1 INTRODUCTION

Natural disasters happening in African nations weaken the financial existence of underprivileged societies. Numerous people in countries all over the continent have come under the impact of such dangers, which have caused the deaths of thousands and instigated damages to many people. For instance, in 2001, the flood which happened in Algeria claimed about 900 lives and harmfully affected about 45,000 people (Lukamba, 2010).

Because of the media's capability to quickly broadcast messages through rare places and enormous populaces, mass media is claimed to be an efficient instrument for disaster hazard management (Yadav & Rani, 2011). Detached societies in geographically different places depend particularly on mass media for the

procurement of disaster-associated messages (Liu, 2010). Specifically, personnel who have to attend to disaster-related locations at the initial stages are greatly reliant on the mass media (Hoberman, 2011; Scanlon, 2011; Space, 2015). This is the reason why media is known to be an important actor both beforehand and afterwards of the happening of catastrophes (Herrmann, 2007 & Vasilescu, Khan, & Khan, 2008).

This current study comparatively analysed how China Global Television Network Africa (CGTN Africa) and British Broadcasting Corporation Africa (BBC Africa), as the only broadcasting global media firms with state-of-the-art news production centres in Africa (Nairobi, Kenya), covered the Cyclone Idai (2019) on the basis of their social responsibility standards and geographical proximity. For this reason, Cyclone Idai (2019) with difficult predictive nature has been chosen in order to study reportage form of the selected global media in the period of this kind of disaster.

2 LITERATURE AND THEORETICAL FRAMEWORK

There exist relationship between the media's social responsibility standards and geographical proximity, because it is mainly through closeness that a media organization can effectively contribute to the betterment of the people and feel a sense of responsibility towards the society they are located.

2.1 Theoretical Framework

2.1.1 Social Responsibility Standard

This study focused on the social responsibility theory framework from a sociological perspective (Poudel et al., 2014), which was based on the study of social problems and how to solve them. Rather than from the media perspective (Siebert, et al.; 1956), that is based on the free press.

In a study conducted by Poudel et al. (2014), the researchers propounded eight (8) key frames of the social responsibility standard from a sociological perspective, which this study incorporated five of them as the standards of the social responsibility theory. They are as follows: human interest, responsibility, economic consequences, preventive actions, and recovery and relief activities. These five indicators were selected for this study because they related coherently with the research questions. Also, they fundamentally fit in the operationalization of the social responsibility standards from a sociological perspective.

During situations of calamities either natural or artificial, it is the unconditional social obligation of the press to inform, educate and create awareness among the public about dangerous events. For example throughout the earthquake, typhoon, Mt. Pinatubo eruption and the Payatas tragedy which happened in 1991 in the Philippines, the press played the social responsibility function by not only disseminating information to the masses but likewise proved to be a network for reliefs and rendered other social assistance (Bernarte, 2000). This shows that the masses were capable to observe and partake as the press executed the functions of enlightening, facilitating, detailing, evaluating and organizing.

2.1.2 Geographical Proximity

Another theoretical framework of this study is the geographical proximity of the global media, due to the fact that currently CGTN Africa and BBC Africa are the only global media firms with headquarters in Africa, situated in Nairobi, Kenya to be precise. This study examined whether their geographical proximity have influenced their coverage of disasters on the African continent or not. According to Montgomery (2007) "the further removed an event from the news centre the less relevance it has for the news outlet." Also, Chang, Shoemaker & Bredlinger (1987) have contended that the global media incline to disregard stories that have happened to "distanced" nations. This means that, the media will probably pay more attention on an issue that happens near to their nation of publication.

Scholars (DeLung, et al. 2012; Neveu, 2002), have placed great emphasis on geographical proximity as an essential determinant for the selection of news stories. This therefore signifies the idea that the press is more interested in news items that happens close to them. Wilke, et al. (2012) study about the geography of news stories, about 17 diverse countries showed that, nations incline to cover more about countries inside their geographical area and they emphasized that the reporting of western nations by the media is mainly decided by geographic distance and the prominence of the reported nation.

2.1.3 Literature Review of Related Studies

The reference list should be given at the end of the paper in alphabetical order according to the last name of the first author. Also, a scholar Gans (1979) described the unexpectedness 'spectacular' worth and

especially the number of deaths caused by a disaster as main reasons to select them as news worthiness. In a previous research which focused on print and television news coverage of earthquakes, Gaddy and Tanjong (1986) as well as Simon (1997) studied a resilient connection between the amount of coverage and the number of people killed.

However, other studies have showed this does not basically mean that media allot most time to disasters with the maximum number of victims. For instance, Adams (1986) discovered that there was only a slight relationship between brutality of the disaster (number of deaths) and amount of coverage. Other factors such as the cultural and geographic distance or proximity seem to have a considerable impact on the extent of coverage the disaster gets (Van Belle, 2000).

The Chinese media kind of journalism practice is the constructive model, whereas the Western type, which the British media practices is the investigate journalism. According to a study by Li (2017a) the constructive model is likely to report on solution-focused news rather than negative news. CGTN Africa practices the Chinese model of journalism, while BBC Africa practices the British or Western type of Journalism. Li (2017a) in a study, on 2014-2015 Ebola outbreak coverage found that CGTN Africa (2015) report focus on how to solve the problem. But Al Jazeera (2014) was based on the nature of the community affected or the human interest by Ebola Outbreak.

Also, it is argued that is the responsibility of the mass media to broadcast words of warning among the people in pre phase of disaster (Faulkner, 2001; Nayak, 2012; Rattien, 1990) so that the people might implement preventive actions to oppose possible disasters better earlier.

In a similar research, Liu (2010) examined media coverage given to the Sichuan earthquake in China. The findings showed that Chinese print media allocated more coverage to “rebuilding and reconstruction” aspects, whereas, the American print media based on human and material loss; rebuilding and reconstruction related news stories were clearly ignored.

Borah and Bulla (2006), study on the 2004 Indian Ocean tsunami and Hurricane Katrina discovered that British media, which was distant from the location of the two calamities happened, greatly depended on human interest indicators in their coverage on the occurrence in their newspapers. The publishing news reports about the human interest frame by the media can “help the reader identify with the happenings in the story and thus make the reader feel more concern for what is going on” (Ghanem, 1997, p. 13).

The Mozambique flood in 2000 evacuated almost 4,000 people in the city of Maputo alone and demolished the road system which connected Maputo with other provinces (Christie & Hanlon; 2001; Lukamba, 2010; Huq et al: 2007). It took many years for Mozambique to recover from this situation economically (Lukamba, 2010).

Previous studies about global media coverage of disasters in Africa focused on the newsworthiness of the disasters, the impact of the global media representation on public opinions, cultural and geographical proximity factors whereby these foreign media didn't have headquarters in Africa then (Ploughman; 1995, Chari; 2010 and Swain 2003). Previous studies also used framing theory and content analysis in gathering data.

Furthermore, previous studies have placed more emphasis on the aspect of newsworthiness and how stories were framed but ignored the social responsibility role of the media to society. Also, since foreign broadcasting media didn't have news production centres (headquarters) in Africa until CGTN Africa established its headquarters in 2012 in Kenya and BBC Africa in 2018 in Kenya. Even though, works by previous scholars focused on geographical proximity, it is prudent to examine how it affects coverage now that these broadcasting global medias have headquarters situated on the African continent.

2.1.4 Cyclone Idai (2019)

The flooding in Southern Africa has affected almost 3 million people in Mozambique, Malawi, and Zimbabwe as rains began in early March and Cyclone Idai hit the affected countries on March 14th and 15th (World Vision, 2019). The death toll surpasses 900 people and many people are suspected to be missing (BBC Africa, 2019).

Idai is the strongest cyclone on record in the Southern Hemisphere. The U.N. children's agency estimates that 1.5 million children are affected (cited in World Vision, 2019).

According CGTN Africa (2019), more than 17,000 homes have been damaged and over thousands of hectares of crops have been destroyed in Mozambique. Thousands of Mozambicans are still stranded due to this horrible disaster.

2.1.5 Research Objectives

The research objectives are:

1. To examine the content-related issues that was noticed and/or left unnoticed by CGTN Africa and BBC Africa during their coverage of Cyclone Idai.
2. To examine whether geographical proximity influenced CGTN Africa and BBC Africa coverage of Cyclone Idai.
3. To examine the social responsibility role of CGTN Africa and BBC Africa in pre and post disaster phases;

2.1.6 Research Questions

1. Which disaster-related issues were noticed in CGTN Africa and BBC Africa based on social responsibility standards?
2. Which disaster-related issues were left unnoticed in CGTN Africa and BBC Africa based on social responsibility standards?
3. Does geographical proximity influence CGTN Africa and BBC Africa's coverage of disasters in Africa?
4. How CGTN Africa and BBC Africa addressed pre phases of the disasters in light of their social responsibility?
5. How CGTN Africa and BBC Africa addressed post phases of the disasters in light of their social responsibility?

3 RESEARCH DESIGN AND METHODOLOGY

In this study, quantitative content analysis of news stories, published in CGTN Africa and BBC Africa has been done. The media coverage of Cyclone Idai has been grouped into two ways; the pre phase and the post disaster phase. So, four months before the happening of the disaster as the pre phase period and during, as well as four months after occurrence as post disaster phase.

In respect to the social responsibility standard, as theoretical framework of interest for this research, it was operationalized into five (5) indicators that facilitated in answering the research questions. These variables were categorized based on previous study by Poudel et al. (2014); (1) human interest (2) Responsibility (3) Economic Consequences (4) Preventive actions (5) Recovery and relief activities.

In this current study, the disaster-related issues of CGTN Africa and BBC Africa which were operationalized into five (5) indicators were compared based on those that were covered (noticed) and the ones that were not covered (unnoticed).

In regards to geographical proximity, as one of the theoretical framework for this study was operationalized based on scholarly work by Wilke et al. (2012). In their work (Wilke et al. 2012), the researchers showed that the amount of news coverage a country receives from media is based on their geographic distance. On the basis of this, the geographic proximity was measured by the frequency or number of news stories about Cyclone Idai (2019) received coverage from CGTN Africa and BBC Africa.

In total, 102 news articles were gathered and analysed, 63 for CGTN Africa, while 39 news articles in relation to BBC Africa.

So as to guarantee inter-coder reliability, a pilot study was done. Therefore, Holsti's (1969) formula was implemented and due to experienced coders, inter-coder reliability tally was obtained. Statistical package for the social sciences (SPSS version 22) was used to analyse the data and its validity, in order to achieve accurate statistical findings.

3.1 Rationale for Choosing Case Studies

The rationale for selecting CGTN Africa and BBC Africa was because both global media organizations are the only international broadcast media institutions which have state of the art news production centres (headquarters) situated in Africa, Nairobi (Kenya) to be precise (CGTN Africa website, 2019; BBC Africa, 2019).

3.2 Rationale for Choosing Disaster

When analysing the media coverage in the period of natural tragedies, Cyclone Idai was chosen as a case

for this study. Cyclone Idai which took place in 2019 was chosen for two key reasons, which are: the level of devastation and the level of predictability.

3.2.1 Level of Devastation

Cyclone Idai, 2019 caused extensive human death and material destruction. The death toll of Cyclone Idai (2019) surpasses 1,000 people and many people are suspected to be missing (United Nations, 2019).

3.2.2 Level of Predictability

Predictability or probability of happening of a situation is one of the standards for choosing this disaster. Previous studies, have argued that there is restricted predictability of tropical cyclones (Sippel and Zhang; 2008 and Nguyen et al.; 2008). The basis of choosing disaster with restricted predictable nature is to analyze the social responsibility role of media in limited apparent circumstance.

4 FINDINGS AND DISCUSSION

Disaster-related issues noticed:

The findings of this study, is interpreted that CGTN Africa played a key social responsibility role by publishing most of their news stories on the recovery and relief actions (39.7%), and human interest (38.1%) indicators respectively, which showed the number of people affected by the Cyclone Idai disaster and the impact of the disaster on them. They further went on to show how the affected people were recovering aftermath of Cyclone Idai (see table 1).

But on the other hand, BBC Africa played their social responsibility role mostly by publishing news reports on the human interest (71.8%) indicator which was about news articles concerning how people have been impacted by the phenomenon and those displaying the harm done to people by the disaster. News stories like these help people to know the harm Cyclone Idai has caused to the affected areas and influenced the public, donors and relief agencies to donate aids to the victims. Therefore in publications by CGTN Africa about Cyclone Idai, their social responsibility role was highly witnessed in human interest and recovery and relief activities indicators, whereas on the part of BBC Africa only news articles on human interest were highly noticed.

The results of this study shows that news stories about human interest was the most commonly noticed indicator by both CGTN Africa and BBC Africa. This therefore supports Gans (1979) assertion that the number of deaths caused by a disaster as one of the main reasons to be noticed in news stories about disasters.

CGTN Africa and BBC Africa commonly published most of their news reports on the human interest indicator in their social responsibility role is important because in times of natural catastrophes, the mass media is in the position to create public awareness concerning important information like the number of people affected (Bernarte, 2000). Also, the publishing of news reports by the media about the human interest frame can “help the reader identify with the happenings in the story and thus make the reader feel more concern for what is going on” (Ghanem, 1997, p. 13).

Even though, CGTN Africa and BBC Africa have production centers in Africa their highest indicator together was the human interest frame, which Borah and Bulla (2016) study revealed that British media, which was distant from the location of the two disasters, happened, greatly depended on human interest indicators in their coverage on the occurrence in their newspapers. Since BBC Africa is a British media, the findings of this new study positively support the literature and shows that the results are the same no matter the geographical proximity.

In this study, the findings also showed that the first highest noticed indicator in CGTN Africa’s coverage of Cyclone Idai was recovery and relief actions, whereas BBC Africa ignored recovery and relief actions related news stories. Similarly another research by Liu (2010) examined media coverage given to the Sichuan earthquake in China. The results showed that Chinese print media allocated more coverage to “rebuilding and reconstruction” aspects. In support of the literature, Chinese media is noted for also focusing on recovery and relief actions which can be again termed as rebuilding and reconstruction.

Another interesting fact is that, previous study by Li (2017a) revealed that CGTN Africa (2015) coverage of 2014 Ebola focused on how to solve the problem and the people affected, same to its report of Cyclone Idai in this study. In regards to the Western media (Al Jazeera), the news reports of Ebola in the previous study focused on the human interest. The literature therefore positively supports the results of this current study as BBC Africa, which also practices the western kind of investigative journalism focuses on human interest

indicators during the social responsibility role.

Disaster-related issues left unnoticed:

On the part of CGTN Africa, lowest coverage was given to news content category “preventive actions” with 8 (12.7%) news stories. Whiles responsibility and economic consequences indicators had 4 (6.3%) and 2 (3.2%) news stories published respectively. In regards to BBC Africa, the content categories that were left unnoticed were the “responsibility” role with 5 (12.8%) news reports were published. Also, 4 (10.3%) news articles were published related to “recovery and relief actions.” Whiles only 2 (5.1%) news stories were circulated on preventive actions. Furthermore, no news reports were published on economic consequences (see table 1).

Significantly, holding individuals responsible for their roles in relation to their duties is one of the key obligations of the media (Leoni, Radford, & Schulman, 2007). In the period of natural disasters, it is the duty of the media to ascertain and point out “what went wrong” and what was done to help solve the situation. Particularly, during Cyclone Idai, CGTN Africa and BBC Africa paid little attention towards “responsibility” indicator and in this manner, ignored its responsibility of emphasizing the roles and neglect on the part of disaster supervision agencies, government and health officers. This indicator could permit future preparation towards moderation and better planning when Cyclone Idai happens in the future.

From an economic perspective, disasters have destroyed the economic stability of countries who have become victims of disasters. The Mozambique flood in 2000 evacuated almost 4,000 people in the city of Maputo alone and demolished the road system which connected Maputo with other provinces (Christie & Hanlon; 2001; Lukamba, 2010; Huq et al: 2007). It took many years for Mozambique to recover from this situation economically (Lukamba, 2010). Even though CGTN Africa didn’t ignore the coverage of financial losses, infrastructural, property loss and future effects of the disaster on the economy, only 3.2% of their news covered the economic consequences aspect, whereas BBC Africa didn’t give any report on this indicator.

Moreover, the media’s social responsibility role in disaster management by creating awareness and strategies to prevent disasters during “preventive actions” indicator is very important. In a previous study, Poudel et al. (2014) showed the significance of news articles on “preventive actions”, whereby the Nepalese media gave considerable coverage to the prevention phase during natural disasters. But unfortunately, both CGTN Africa and BBC Africa didn’t pay much attention to preventive actions factor as the Chinese media published 8 (12.7%) news stories and the British media also gave 2 (5.1%) news reports.

Furthermore, BBC Africa left news stories on recovery and relief actions unnoticed with 4 (10.3%) news stories, whiles CGTN Africa gave 25 (39.7%) news reports of its coverage to this indicator. This affirms Li (2017a), previous findings that CGTN Africa (2015) coverage of 2014 Ebola focused on how to solve the problem and the victims, whiles Western media (Al Jazeera) including BBC Africa focuses on only human interest but not recovery and relief actions.

Table 1: Cyclone Idai issues which were noticed and/or left unnoticed in CGTN Africa and BBC Africa based on social responsibility standards.

Content Categories	CGTN Africa	BBC Africa
Human Interest	24 (38.1%)	28(71.8%)
Responsibility	4 (6.3%)	5 (12.8%)
Economic Consequences	2 (3.2%)	0 (0%)
Preventive Actions	8 (12.7%)	2 (5.1%)
Recovery & Relief Actions	25 (39.7%)	4 (10.3%)
Total	63 (100%)	39 (100%)

Geographical Proximity:

In relation to geographical proximity, it was measured based on the frequency of news stories both CGTN Africa and BBC Africa published on Cyclone Idai. In respect to CGTN Africa, 63 (61.8%) news stories of the total news reports published on Cyclone Idai by the two selected media. On the other hand, BBC Africa circulated 39 (38.2%) news reports (see table 2). This is interpreted that CGTN Africa (61.8%) gave more coverage to Cyclone Idai than BBC Africa (38.2%) in respect to geographical proximity, even though both global medias have news production centers in Africa (Nairobi, Kenya).

Even though, the selected key newspapers in United States and Britain didn't have production centers during Swain (2013) study, which revealed that geographical proximity is one of the factors that determine the coverage of news among core and developing countries in his research on news reportage of AIDS in the sub-Saharan part of Africa. Now that the selected global media have production centers in Africa, geographical proximity is still a key determinant. As CGTN Africa gave more coverage to Cyclone Idai and belongs to the Chinese government, which is a core country and the affected countries (Mozambique, Malawi and Zimbabwe) are developing in comparison to BBC Africa, which is a British media belonging to the government of Britain.

Table 2: Frequency of news stories published by CGTN Africa and BBC Africa on Cyclone Idai

Frequency	CGTN Africa	BBC Africa
Cyclone Idai	63 (61.8%)	39(38.2%)
Total	102 (100%)	

Phase-wise:

This study examined the patterns of CGTN Africa and BBC Africa coverage in pre phase and post phase of Cyclone Idai catastrophe. It was discovered CGTN Africa published only 1 (1.6%) news story for the pre phase disaster period, whereas BBC Africa published no news report during the pre-phase of Cyclone Idai, which left much to be desired in the watchdog role of the selected media. Furthermore, CGTN Africa published 62 (98.2%) news stories of its reports on Cyclone Idai during the post phase. Whiles similarly, BBC Africa published a total of 39 (100%) news articles of its articles on Cyclone Idai at the post phase (see table 3).

It is deliberated that the responsibility of the mass media to broadcast words of warning among the people in pre phase of disaster (Faulkner, 2001; Nayak, 2012; Rattien, 1990) so that the people might implement preventive actions to oppose possible disasters better earlier. Yet, it was discovered that both CGTN Africa and BBC Africa gave maximum coverage to Cyclone Idai in post-disaster phase. Also, CGTN Africa published only 1 news story at the pre-phase period whereas BBC Africa reported no news story during that period.

It is relevant to indicate here that certain natural disasters cannot be predicted whereas numerous disasters are predictable and can be anticipated. Previous studies, have argued that there is restricted predictability of tropical cyclones (Sippel and Zhang; 2008 and Nguyen et al.; 2008). Therefore, being unpredictable, it is reasonably justified in the case of Cyclone Idai as the mass media did not or was incapable to report the pre-disaster period. It was examined that in most situations, the disaster related news stories were broadcasted in the post disaster phase (Poudel et al., 2014), same as CGTN Africa and BBC Africa disseminated news reports massively during the post-disaster period of Cyclone Idai in this study.

Table 3: Phase-wise of news reports published by selected media

Phase-wise	CGTN Africa	BBC Africa
Pre Phase	1 (1.6%)	0 (0%)
Post phase	62 (98.4%)	39 (100%)
Total	63 (100%)	39 (100%)

5 CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study concludes that CGTN Africa and BBC Africa, as the only broadcasting global media firms with state-of-the-art news production centres in Africa, covered the Cyclone Idai (2019) on the basis of their social responsibility role by focusing much on the human interest aspect of the disaster in their broadcasts. But, CGTN Africa further went on to give more attention to the recovery and reliefs too. The discussion of literatures and findings have shown that, even though CGTN Africa and BBC Africa now have news production centres in Africa, their coverage of Cyclone Idai 2019 and past disasters in Africa are the same as the present. As CGTN Africa focuses on human interest and recovery and relief actions, while BBC Africa mostly on only human interest.

Although, CGTN Africa and BBC Africa gave comparatively maximum coverage to post-Cyclone Idai period yet certain significant disaster related features received low or no coverage during their social responsibility role. It could be seen that CGTN Africa and BBC Africa didn't give much coverage to responsibility, economic consequences and preventive actions which the latter further ignored recovery and relief actions.

Therefore, when covering disasters in future, the media ought to be very diverse and flexible to involve various story angles in order to let their audiences know the other aspects, as they update them about happenings that frequently portray disturbing disasters. For instance, this study exposes the absence of the preventive actions, responsibility and economic consequences in CGTN Africa and BBC Africa news stories. News reports on these indicators could have informed the people more about creating awareness, community deployment to solve disasters, roles that government and health officials are playing to help solve the crisis and extent of effects of the disaster on the economy. The neglect of these indicators proposes that the media should strengthen their working relationship with other disaster stakeholders to acquaint the people about these important aspects of disaster management.

This study has shown that geographical proximity has impacted the frequency global medias coverage of Africa, as CGTN Africa and BBC Africa together published 102 articles about Cyclone Idai. This can be seen from the fact that even though the disaster lasted for two days with four months selected as post-disaster period timeframe for the study, as well as the extent of human lives and damage affected and caused by the disaster. Therefore CGTN Africa being known as a state-owned media played their social responsibility role effectively as they published more news stories than BBC Africa, which is also state-owned but is noted as objective in its production, in relation to frequency used as the operational framework of this study's geographical proximity.

This study concludes that CGTN Africa and BBC Africa ignored the pre phase of Cyclone Idai and gave immense coverage to the post-disaster phase, as only the former published one news story for the pre phase of the catastrophe. Since previous studies, have claimed that there is restricted predictability of tropical cyclones (Sippel and Zhang; 2008 and Nguyen et al.; 2008), absence of media coverage before the calamity was in a way justifiable.

5.2 Recommendation

Future studies, should compare how CGTN Africa and BBC Africa with news production centres in Africa covered disasters with restricted and those with unrestricted predictability on the basis of social responsibility theory from a sociological perspective as theoretical framework.

Also, it is recommended that future studies can use the geographical proximity alongside the cultural proximity as frameworks for global media's disaster coverage in Africa. Such a study will give diversity in the use of proximity to explore how well the foreign media is connected or knows the area in which they are situated.

Finally, due to dissimilarities in media activities and media institutions' prospects, future studies could also comparatively examine the coverage of disasters by foreign and local media in Africa.

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