

## Agenda setting effects of business news coverage on South African mines' corporate reputation

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### Abstract

This study qualitatively investigated whether media coverage focusing on South African platinum mining companies influences on the corporate reputation. The problem addressed is timely, given the increasing media coverage of business organisations. The media attention devoted to business organisations was prompted by several factors. First, there has been increased interest in business news by the general populace, owing to the popularity of share ownership in many countries. Second, many people who lost investments as a result of the 2008 to 2009 financial crises, which affected many parts of the world, are increasingly becoming consumers of business news to improve understanding of the financial system. Third, technology such as the internet has made it easier for media houses to business distribute news, to millions of people. The inquiry coupled a qualitative media content analysis of stories published in *Mining Weekly*, a Johannesburg-based news magazine, with in-depth semi-structured interviews conducted with respondents who subscribe to the magazine. One major finding of this study is that the amount of media coverage that a company receives is commensurate with the proportion of news consumers to whom the company is top-of-mind. Thus, the study provides insight into the relationship between media coverage and corporate reputation.

**Keywords:** corporate reputation, *Mining Weekly*, media news coverage, platinum mining industry, qualitative content analysis, structured interviews.

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