

## **Umbiko oqakathekileko orhunyeziweko (isiNdebele)**

Umlando weendlela zokurhatjha eSewula Afrika ukhombisa ukhukhukana nokungalingani kwabantu emphakathini ehlangothini lokwabelana ngamandla. Umsebenzi omkhulu wokulinga ukulungisa imitjhapho yesikhathi esidlulileko ngomnqopho wokwenza bona abantu balingane esitjhabeni, kumsebenzi omkhulu oqalene nabantu boke emphakathini, kufakwa hlangana neenkhungo zokurhatjha ezihlukeneko. Lokhu kufaka hlangana nendlela iinkhungo zokurhatjha ezifanele ziziphathe ngayo.

Umbuso weSewula Afrika uzibophelele ekusunguleni isikhungo esizakuqinisekisa bona abantu ebegade badinywe amathuba eenkhungweni zokurhatha esikhathini esidlulileko bayanikelwa begodu uzimisele nekuqinisekiseni bona kube neendlela ezihlukeneko zokurhatjha. Umbiko lo ulandela isiquqo esithethwe yiKhabinethe esisekelwe phezu kweenqunto ezithethwe siqhema se-Comtask ngomnyaka ka 1996. Isiquqo lesi sikhambisana nomThetho-sisekelo, uMthetho wamaLungelo woBuntu begodu neHlelo loKwakha kaButjha nokuThuthukisa isitjhaba, kanti godu siquqo esikhuthazwa naLigadango leHlelo lesiTjhaba lokuThuthukisa nokuVikela amaLungelo woBuntu. Le, mithetho egququzela bona abantu bakghone ukukhuluma ngokutjhaphuluka begodu babenelungelo elizeleko emihlobeni ehlukeneko yemirhatjho esitjhabeni, nokuqinisekisa bona lokhu kuyenzeka. Lo, mzamo wesibili ngemva kokuhluleka komphakathi wokana ukusungula isikhungo esibunjalo ekuthomeni kweminyaka yabo 1990.

Umzamo lo ukhuthazwa kudingeka kwesikhungo esizijameleko, esisebenzisa iimali zomphakathi ngefanelo, esizakwaziwa nge-Media Development and Diversity Agency (MDDA), okuzakuba sikhungo esijameleko sezokurhatjha esibunjwa bosolwazi abahloniphekileko, ngokubambisana nabanye abantu abaziwako abazakurhelebha ngeemali, abazakukhuthaza bebarhubhulule, bathuthukise ilwazi kwezokurhatjha bebakhuthaze imihlobo ehlukeneko yezokurhatjha. Lesi kuzakuba sikhungo esizakulandela imithetho yokubumbanisa isitjhaba, enelungelo neentlabagelo. Kuzakuba sikhungo esingeke sizibandanye khulu nombuso, ibubulo lezokurhatjha begodu nebantwini abanikela ngeemali.

Njengomana iphasi lithuthuka msinya lisebenzela ekubeni mphakathi onelwazi, kuqakathekile bona zoke izakhamizi zenarha le zibe nelungelo lokuthola ilwazi elinengi nemibono eminengi ngokungakghonakalako, okuyinto ezawenza bona kube mphakathi okghona ukuzibandakanya lula ephasini loke zombebele, ehlangothini lezelwazi, ezingeni lemibuso yabomasipala, ngenarheni begodu nezingeni leentjhaba ngeentjhaba. Umbuso wenarha le wenze bona ilungelo lokuthola ilwazi kube yinto eqakatheke khulu ekwakheni kabutjha nekuvuseleleni isitjhaba.

Isikhungo i-MDDA, njengesikhungo somphakathi esineminqopho eminengi i-Multi-Purpose Community Centre, kusikhungo esingasirhelebha ekufezakaliseni umnqopho wokusabalalisa ilwazi. Lesi, sikhungo singasirhelebha ekutjhugululeni isakhiwo sezokuthintana, isenze kube sikhungo sezokurhatjha esikhombisa nelemuko nemibono yalabo ebegade bagandelelwe ngaphambilini. Lokhu kutjho bona namtjhana i-MDDA ingeke itjhugulule ngokupheleleko iinkhungo zokurhatjha, kodwana ukunikela kwayo ngeemali, umsebenzi wokukhuthaza nokurhubhulula, ingarhelebha khulu ekuletheni amatjhuguluko adingakalako kwezokurhatjha.

**Kuhlathululwa ukuthuthuka kwezokurhatjha nokuba khona kweendlela ezihlukeneko zokurhatjha:**

Ukuthuthuka kwezokurhatjha kufaka hlanguka ukuthuthukisa nokuqinisekisa bona kube nobujamo obulungisa umtjhapho wokunina nokukhandela iinqhema ezithile zabantu kwezokurhatjha - kube bujamo obenza bona boke abantu babe banikazi, baphathi nabasunguli kwezokurhatjha. Ukuhluka kweenkhungo zokurhatjha kuzaqinisekisa bona zoke iinqhema emphakathini zithola imibono nelwazi elihlukeneko, okulilwazi elikhombisa imihlobo ehlukeneko yabantu emphakathini. Ukuhlukana kweenkhungo zokurhatjha kuzakuqinisekiswa kukuba khona kwemihlobo eminengi yezokurhatjha, emincani nemikhulu, begodu nangendlela esabalaliswa ngayo.

### **Iinkhungo zokurhatjha eSewula Afrika:**

Namtjhana sele kukunengi esele kwenziwe ngaphasi kombuso wedemokrasi ekurarululeni imiraro ekhona ehlangothini lezokurhatjha, kodwana kusese kunengi okusafanele kweziwe. Kusabonakala kusese kuncani osele kwenziwe ehlangothini lezokurhatjha. Ukuphathwa kweenkhungo zokurhatjha kusaphethwe ngabathile begodu akwanelisi iinrhuluphelo zeenqhema ngokuhlukana kwazo. Ukujanyelwa kwabantu khulu khulu ehlangothini lezokuphatha, ukuzijamela kwezokutlola begodu kusese nokungalingani kwenani labasebenzi abahlukeneko.

Ilemuko leSewula Afrika likhombise bona amathuba wokutholakala kwamalaysense wezokurhatjha namathuba wobunikazi bemirhatjho namtjhana kuqakatheke kangaka, ngeze kwararulula imiraro ekhona ehlangothinelo ngokupheleleko. Kudingeka neenkhungo ezinjeng-MDDA ekurhelebeni kilokho.

### **Ukuthola ilwazi elemukweni:**

Ilemuko ezingeni leentjhaba ngeentjhaba likhombisa bona iinqhema zokusekela ukuthuthukiswa kwezokurhatjha nokuba khona kwemihlobo ehlukeneko yemirhatjho akusi yinto etja. Lokhu kwathuthukiswa eYuropha kusukela ngeminyaka yabo 1950 ngebanga lokuthi ukuthuthuka kwezomnotho kukodwa angeze kwaletsa ukuhluka kweenkhungo zemirhatjho okwaneleko. Ukuthuthuka kwezokuthengisa kukodwa kunganina abanye abantu kubakhandele bona bangatholi amathuba wokuzibubula nokubeka imibono ehlukeneko ngokutjhaphuluka.

Umzamo wokusungula isikhungo esizijameleko esivumela ukuhluka kweenkhungo zokurhatjha i-Independent Media Diversity Trust, yahluleka ngokutlhayelelwa ziimali. Lokhu kwakhombisa bona ukuhlanganyela kombuso neenkhungo zokurhatjha ngokubambisa neenkhungo ezizijameleko ngikho okungarhelelwa.

### **I-MDDA nokuhlabana kwayo nezinye iinkhungo:**

I-MDDA kuzakuba sikhungo esizijameleko, esingasebenzeli eduze khulu nombuso, neenhlanguka ezizijameleko begodu nabasekeli ngeemali. Umnqopho wawo kuzakuba kuthuthukisa ukuhluka kweenkhungo zokutlola iindaba, ukurhatjha “nemihlobo emitjha yemirhatjho”.

I-MDDA izakuba neBhodi enamalunga alithoba akhethwe yiPalamende ngokubandakanya umphakathi nobekwa enkundleni nguMongameli. Kuzakubekwa iinkhundla ezizakuthathwa babantu ababuya embusweni, ekutlolweni kweendaba, kwezokurhatjha nemirhatjhwani yemiphakathi. Iihlalo ezisalako ezihlanu kuzaba ngezabantu abakhethwa mphakathi. IBhodi izakukhetha uMnqophisi oMkhulu i-CEO, ozakuthi ngokubambisana neBhodi akhethwe isiqhenyana esincani esinelwazi elingeneleleko nesaneleko.

Nangaphandle komsebenzi wayo ekhethelwe wona wokusekela iinkhungo zokurhatjha, i-MDDA izakwenza irhubhululo begodu yenze neemphakamiso iziqalise embusweni, ebubulweni lezokurhatjha nakwezinye iinkhungo ezithintekako. I-MDDA izakuthintana nazo zoke iinkhungo ezithintene nokuthuthukisa zokurhatjha nokuhluka kweendlela zokurhatjha. I-MDDA izakubamba imihlanngano yaqobe mnyaka nalabo abathintekako kwezokurhatjha, kulapho abathintekako bazakukghona khona ukuthola umbiko wonyaka we-MDDA.

**Abazokuzuzana nomhlobo wesekelo:**

Labo abazokuzuzana khulu kilokhu ngilabo abaphethe zokurhatjha, bezokurhweba, kufakwa hlangana nemirhatjho, amathelevitjhini, amaphephandaba begodu nemihlobo emitjha yezokurhatjha. Kuzakutjhejwa khulu emahlelweni athuthukisa imiphakathi ebeyigandelelwe ngaphambilini begodu nemikhakha yabomm, abantu abahlala eendaweni ezisemakhaya, abantu abarholopheleko, abantu abangakhange bathole ifundo, abasebenzi nabantu abatlhogako, eendabeni zelwazi nokuthintana.

Umhlobo wesekelo okuzakunikelwa ngalo kuzakuba ngeemali nalelo elingafaki hlangana iimali, kuzakuba kuselwa ngeemali bunqopha nesekelo elingasi bunqopha, ukusekelwa ngeemali okurhabako, ukwenza bona kube nabantu abalingeneko, ukuthwasiswa kwabantu, ukuhlolisiswa kwamahlelo nerhubhululo kwezokurhatjha. Izakwenza iimphakamios zokusekela iinkhungo zokurhatjha ezidinga irhelebho leemali, lokhu kwenziwa ngokuhlolisisa.

I-MDDA inemithetho yekambiso ekuthatheni iinqunto zokusekela ngeemali ekuletheni ukuthuthuka nokuba khona kweenkhungo ezihlukeneko zokurhatjha. Izakusekela ukuphumelela begodu isekele namahlelo aphathwa kuhle. Okhunye abakuqalako kuzakuba kubandakanyeka kompakathi begodu nokwethula amahlelo amalungana nokulingana kwabantu.

**Isabelo seemali se-MDDA:**

I-MDDA idinga imali eyaneleko ezakwenza bona umkhandlu lo ukghone ukuthintana, ukubandulwa, imali ezizakukghona ukufeza ikambiso yesikhungo lesi, begodu neemfundo nokuhlolwa kwamahlelo akhona. Izakuthunyelwa bona kwenziwe irhubhululo elimalungana nokuthuthukiswa kweenkhungo zokurhatjha nokuqinisekisa bona kuba nemihlobo ehlukeneko yeenkhungo zokurhatjha. Iindleko ezimalungana neendingo ze-MDDA kufakwa hlangana neendleko ezimalungana nokusebenza kwamahlelo wehlangano le, awakafaneli adlule amaphesenteni ali 12 weendleko.

Iimberegiswa ezidingakalako ezimalungana nokulungisa umraro wamahlelo asalele emva awakafaneli adlule kuR256m eminyakeni emihlanu.

Umbuso kuzakufanele bona unikele ngesibili esithathwini sesabelo seemali, kanti ibubulo lezokurhatjha lona kuzakufanela bona linikele ngencenye esithathu. Kufanele kwaziwe bona isabelo esibuya embusweni sizakufaka hlangana nokusekelwa kwesakhiwo semirhatjho yomphakathi phezu kwaleyo enikelwe umNyango wezokuThintana, begodu kutholakale nezinye iinsetjenziswa ezibuya kilabo ababambisene nezinye iinkhungo njenge-Universal Service Agency.