

## **Isifinyezo esisemqoka (isiZulu)**

Umlando kwezobucosheli bezindaba eNingizimu Afrika ukhombisa uqhekekho nenhlukwano kwesikhathi esedlule kusizwe sonkana kanye nokwabiwa kwamandla namagunya ngendlela engalingani. Inselele ekhona yokuguqula izinto zihambe ngenqubo yedimokhrasi ikuyo yonke imikhakha yempilo yabantu, lokhu kubandakanya ngisho nezikhungo kanye nenqubo yezezindaba.

Uhulumeni uzimisele ukuqala inhlango ezoqhubela phambili ukuthi izizinda zezindaba kanye nabezindaba kufinyeleleke kuwo wonke amaqembu abantu ababecindezelwe nabasantulayo, kanye nokuthi izizinda zezindaba zisabalaliswe kumikhakha ehlukeni. Lokhu kulandela isinqumo esathathwa yiKhabhinethi esasilandela isiphakamiso esenziwa yi-Comtask ngo 1996. Loku kulandela uMthethosisekelo, uMthetho omkhulu waMalungelo (Bill of Rights) kanye noHlelo lokwakha kabusha neNtuthuko (Reconstruction and Development Programme) kanti futhi lokhu kubuye kwasekelwa wuhlelo lukazwelonke lwamanyathelo okuqhubela phambili kanye nokuvikelwa kwamaLungelo oBuntu (National Action Plan for the Promotion and Protection of Human Rights), okugxila kakhulu kunkululeko yokukhululeka ukuveza imibono kanye nokusabalaliswa kwezizinda zabezindaba kumikhakha ehlukeni (media diversity), kanye nesidingo sokuba nezindlela ezehlukene zokuqinisekisa ukuthi lokhu kuyafezeka. Lokhu kulandela imizamo engaphumelelanga yezinhlangano nabantu bemiphakathi ukubumba inhlango enjengalena ekuqaleni kweminyaka yoma 1990.

Isizathu esigqugquzela le nqubo yokuthi kube nenhlango ye-Media Development and Diversity Agency (MDDA) lokhu kuncike kusidingo sokuba nenhlango ezoba nochwepheshe bezindaba kanye nabanye abantu abaziwayo emiphakathini, le nhlango umsebenzi wayo kuzoba ukusiza ngezimali, ukuqhuba ucwaningo, kanye nokuthuthukisa ubuchwepheshe kuntuthuko yezezindaba nokusabalalisa izizinda zezindaba emikhakheni ehlukeni. Le nhlango izosebenza nokuphatha izinto ngokulandela izimiso zokuqhuba kahle ngenqubo yezamabhizinisi, kanti futhi izoba namagunya kanye nemithombo yosizo efanele. Izosebenza buqelelana nohulumeni, imboni yezezindaba kanye nabanye abasiza ngezimali.

Njengoba wonke umhlaba uphikelele kunqubo yokusetshenziswa kwamakhompyutha nezingcingo (information society), kubalulekile ukuthi zonke izakhamizi zikwazi ukuthola izindaba kanye nemibono ehlukeni ukuze zikwazi ukubamba iqhaza kumhlaba oya ngokuxhumana kakhulu, zibambe iqhaza emikhakheni yezindawo lapho zihlala khona, kuzwelonke kanye nakumazwe omhlaba. Uhulumeni wenza ukuthi ukufinyeleleka kwezindaba kubo bonke abantu kube yingxenye yenqubo yohlelo lokwakha kabusha kanye nentuthuko.

Inhlango ye-MDDA, njengohlelo lwezikhungo zemiphakathi ezinezinhloso eziningi (Multi-purpose Community Centres), kungumsebenzi obalulekile ukubhekana nale njongo. Kuzosiza ukuguqula inqubo yezezindaba nokuxhumana, ngendlela eyakha izizinda zosizo emiphakathini kanye nokuqikelela ukuthi kube nezizinda zezindaba ezihleleke ngokubonisa izipiliyoni kanye nemibono yabantu ababecikelwe phansi. Ngamanye amagama, ngisho noma inhlango ye-MDDA ingeke yaletsa inguquko ngokuphelele ngokwayo kuzizinda

zezindaba, izosiza ngezimali, ukugququzela, ucwaningo kanye nokuba ngumqhathanisi nomqondisi wezinto ekuguquleni izizinda zabezindaba ezweni ngendlela ehambelana nezinguquko ezinabile.

### **Ukuchaza ukuthi yini ukuthuthuka kanye nokusabalaliswa kwezizinda zezindaba emikhakheni ehlukeni:**

Ukuthuthukisa ezezindaba kubandakanya ukwakha isimo esizoqeda inqubo yokukhishwa inyumbazana kwamanye amaqembu nabantu ababecikelwe phansi ngesikhathi esedlule, kanye nokubonelela ukuthi la maqembu abantu akwazi ukufinyelela ezizindeni zezindaba - njengabanikazi bazo, omininjela noma abaphathi kanye nabakhiqizi bazo izindaba. Ukusatshalaliswa kwezizinda zezindaba emikhakheni ehlukeni yinto eqinisekisa ukuthi yonke imikhakha yabantu kanye namazinga bakwazi ukufinyelela izizinda zezindaba kanye nokuthola imibono ehlukeni kanye nolwazi kanye nemithombo yosizo ukuze konke kukhombise yonke imikhakha yomphakathi. Ukufinyelela ezingeni lokusabalalisa izizinda zezindaba kuzosizakala nokufinyelela lapho kunezindlela zokusabalalisa izindaba kuyo yonke indawo nemikhakha, izizinda ezincane nezinkulu zezindaba.

### **Abezindaba eNingizimu Afrika:**

Ngisho noma okuningi sekwenziwe selokhu kwaqala inqubo yedimokhrasi, ukubhekana nezinkinga ezikhona maqondana nentuthuko yezizinda zezindaba kanye nokusabalalisa ubunikazi balezi zizinda zezindaba, lokhu akukeneli. Inani lamathelevishini, amanyuziphepha, kanye nokuxhumana ngeze-internet okuyizinto ezitholakala kumuntu ngamunye ezweni, kusekuncane kakhulu. Ubunikazi bezizinda zezindaba busatholakala kubantu abambadlwana kakhulu, kanti nakhona akuhlangabezani nezidingo zeningi labantu kanye nezidingo zabo. Abantu abakameleki ngendlela efanele kumikhakha yezokuphatha (yemenejimenti), kwezokuhlela kanye nakubasebenzi bezizinda zezindaba.

Okwenzeka eNingizimu Afrika kubonise ukuthi ukulindela ukuthi ezezimakethe, amathuba amalayisensi kanye nobunikazi bezizinda zezindaba ngokwazo zizodwa lezi zinto, ngeke zikwazi ukufezekisa isidingo sezinguquko. Inhlango eMDDA iyadingeka kakhulu ukuqikelela ukusheshisa kwenqubo.

### **Ukuthola ugqozi kulokho esekwenzekile:**

Izinto ezenzeka kumazwe omhlaba zibonisa ukuthi izikimu zokusekela kanye nokuqhubela phambili ubunikazi kanye nokuphathwa kwezizinda zezindaba kumikhakha ehlukeni akuyona into entsha. Kudala zaqala ukwenziwa eYuropha ukusukela ngeminyaka yoma 1950, lokhu kwenziwa ngenxa yokuthi izimakethe zizodwa ngeke zakwazi ukuthi zisabalalise udaba lwezizinda zezindaba emikhakheni ehlukeni. Empeleni, ubufakazi obukhona, bukhombisa ukuthi izimakethe ngokwazo zivama ukushubisa isimo sokuthi ubunikazi nokuphathwa kwezizinda zezindaba kube sezandleni zedlanzane elincane kakhulu, lokhu kuvimbela inqubo yokuthi bonke abantu bakwazi ukuveza nokudalula imibono yabo ehlukeni ngokukhululeka.

Imizamo yesikhathi esedlule maqondana nokuthi kube nenqubo yokuzenzela ngokuvolontiya ayizange iphumelele nokusebenza kahle, imizamo ye-Independent Media Trust, yagcina

ngokufeyila ngenxa yokuthi kungatholakali zimali. Lokhu yikho okugxilise umbono wokuthi kungcono ukuthi kube nokusebenzisana noma ubudlelwane bokuba nophathina phakathi kukahulumeni, abezizinda zezindaba futhi ngendlela esekelwe ngumthetho, okungenza ukuthi kube nomphumela obonakalayo nonenqubekela phambili.

**Indlela i-MDDA emi ngayo kanye nobudlelwane bayo nezinye izinhlangano:**

I-MDDA izoba yinhlangano ezimele esungulwe ngumthetho, kanti futhi esebenza ngokulandela imigomo kahulumeni kanye nemikhombandlela ebekwe nguhulumeni. Kodwake, izoba nobudlelwane bokungeyamani kakhulu nohulumeni, abezamabhizinisi, kanye nabanye abasekela ngezimali. Igunya enikezwa lona kuzoba ngelokuthi iqhubele phambili inqubo yentuthuko, kanye nokusabalalisa izizinda zezindaba kumikhakha ehlukeni kwezizindaba zamaphephandaba, ezemisakazo kanye nezinye “izinhlobo ezintsha zezizinda zezindaba”.

I-MDDA izoba neBhodi labantu abangu-9 abaqokwe yiPhalamende ngokulandela inqubo esobala yokuthi imiphakathi ikhethe abantu abazoba kule Bhodi, kanti futhi amalunga ayo azobekwa nguMongameli. Ibhodi lizoqasha u-CEO. Ebese kuthi u-CEO, ngokusebenzisana neBhodi aqashe abasebenzi (i-staff) sabantu abanamakhono eqophelo eliphezulu, futhi abazoba nemithombo yosizo efanele.

Kanti nangaphandle komsebenzi wayo wokusekela izizinda zezindaba, izobuye iqikelele ukuthi kwenziwe ucwaningo kanye nokwenza iziphakamiso kuhulumeni, kumboni yezezindaba zezindaba kanye neminye imikhakha ethintekayo. Ibhodi izosebenzisana nezinhlangano ezibhekene ngqo nezingabhekene ngqo nezokuthuthukiswa kwezizinda zezindaba kanye nokusabalalisa ezizindaba kumikhakha ehlukeni. I-MDDA izobabamba umhlangano wonyaka walabo abathintekayo ukubheka umbiko we-MDDA wonyaka.

**Abazozuza kanye nohlobo lokusekela:**

Abazozuza kakhulu ngokuqonde ngqo nokungaqondile ngqo, kuzoba yimiphakathi, kanye nabezizinda zezindaba kanye nezinhlangano ezincane zezizinda zezindaba zohwebo ngezizindaba, ezibandakanya imisakazo, amathelevishini, kanye nabamaphephandaba nabohlobo olusha lwezizindaba. Kuzoba nokugxila kakhulu kumaprojekthi azokwenza ukuthi imiphakathi eshiyeke ngaphandle neyayicindezelwe - njengamakhosikazi, abantu basemakhaya (emaphandleni), abantu abakhubazekile, abantu abangakwazi ukufunda nokubhala, abasebenzi kanye nabantu abahluphekile bakwazi ukuthola ulwazi nezindaba ngezindlela ezehlukene.

Abantu bazosekelwa ngezimali nangezindlela ezingabandakanyi imali, kanti lokhu kuzobandakanya ukuthola usizo lwezimali nolunye usizo ngendlela eqonde ngqo; ukuthola izimali zosizo kusimo esiphuthumayo; ukusekelwa ngezinhlelo zokuthuthukisa amakhono; uqeqesho; ukuhlolwa nokubuyekizwa kwamaprojekthi; kanye nokwenza uphenyisiso ngezizindaba. Izobuye yenze nezincwadi neziphakamiso ngabadinga izimali zokubolekwa ngokulandela izinqubo zayo zokuhlola.

Izimiso ezingumkhombandlela ze-MDDA ekuthatheni izinqumo zokusiza ngezimali kanye nokwenza iziphakamiso zokusiza, kuzoba ukufaka esivivaneni ngendlela ezokwenza ukuthi

kube nezizinda zezindaba emikhakheni ehlukeni kanye nentuthuko. Kuzoba wukuthi kube nenqubekela-phambili, kanye nokusiza ngezimali kumaprojekthi aphethwe ngenqubo efanele. Ezinye izinto ezizobonelelwa kuzoba wukuthi imiphakathi ibandakanywe kanye nokwazi ukubamba iqhaza kanye nezinhlelo zokuthi kube nenqubo elinganayo.

**Ibhajethi ye-MDDA:**

I-MDDA idinga izimali ezenele ukuze ikwazi ukubhekana nemisebenzi yokuxhumana nemiphakathi, uqeqesho, kanye nezimali zokwenza umsebenzi wansuku zonke, kanye nocwaningo nokuhlola inqubo yomsebenzi. Izobuyi iqikelele ukuthi kwenziwe ucwaningo ngokuthuthukiswa kwezizinda zezindaba kanye nokusabalalisa ezezindaba emikhakheni ehlukeni. Izidingo zayo zokuthi ikwazi ukuqhubekela phambili, ezibandakanya ukuhlola inqubo yamaprojekthi, kumele ibe yizindleko ezingekho ngaphezulu kwamaphesenti angu 12% ezindleko zayo ziphelele.

Imithombo yosizo edingekayo ukuze kubhekwane nalezi zihibe ezikhona manje ekuthuthukisweni kwezizinda zezindaba kanye nokuthi izizinda zezindaba zibe kumikhakha ehlukeni, izofinyelela kumarandi angu R256miliyoni, eminyakeni emihlanu ezayo.

Uhulumeni uzosiza ngenani lokubili kokuthathu lebhajethi, kanti imboni yezezindaba izosiza ngokukodwa kokuthathu. Kumele kuqashelwe ukuthi usizo lukahulumeni lubandakanya ukusekela izizinda zemisakazo yemiphakathi olunikezwa nguMnyango wezokuxhumana (Department of Communications), kanye neminye imithombo yosizo evela kuzimali zikahulumeni kanye nakubudlelwano obubalulekile nezinhlangano ezifana ne-Universal Service Agency.