

# **OurHealth Citizen Journalists**

## **Presenter: Masutane Modjadji –**

### **OurHealth Project Manager**

Media is a conduit for influencing public opinion and can now also be used to promote social justice.



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# Role of Media

- Shape public opinion
- Inform, educate and entertain
- Journalistic norms e.g. objectivity and impartiality
- Wider reach and access to dynamic sources
- Shrinking media industry
- Co-opting ordinary citizens into professional news



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# Challenges in mainstream media

- Reduction in resources
- No autonomy determining what is news
- Technological advances
- Blurred lines between the news producers and news consumers



# Citizen Journalism

- Active Citizenry
- Not sitting on the fence
- Ordinary members of the community
- Eyewitness account.
- Filling gap left by mainstream media.
- Instant production of news



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# Vidoe Link: CJ in the field

- <https://youtu.be/435OetoiUvA>



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# OurHealth

- Invites community members shape their own narrative
- Started in 2012
- Monitor NHI pilot projects progress in rural area
- Hold local officials accountable
- Identify gaps in policy
- Follow ups



# Challenges

- Donor funding
- Topic focused
- Gatekeeping
- Lack of regulation
- Mainstream media shrinking



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# Impact on ordinary citizens

- Participating in democratic practices
- Debates around the NHI in SA
- The work of NGOs in townships and villages
- Language



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# Social media



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