



An exploratory and descriptive study on how Jacob Zuma is represented as a toxic leader in visual text: The Sunday Times Case Study.

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Submitted in partial fulfilment of BComm in Strategic Management at Vega School, a brand of the Independent Institute of Education (IIE) on 16 October 2017.

ABSTRACT

President Jacob Zuma's governance has been faced with challenges such as a volatile political, economic and social landscape which has consequently been the subject of satirical narratives in national newspapers. It seems as South Africa's political, economic and social climate suffers, the presidents brand image transforms to one that is 'toxic' as featured in news reports and illustrated in satirical cartoons. Satirical cartoons are a vehicle used to highlight and communicate topical or controversial issues about the state of a country and may employ agenda-setting and framing strategies to substantiate depictions.

The focus of this research paper, as well as the primary research question, is to explore how President Jacob Zuma is represented as a toxic leader in satirical cartoons as featured in The Sunday Times newspaper. The primary aim of the paper is to explore semiotic language to determine the presence of any representations that signify toxic leadership towards President Jacob Zuma in political cartoons and how his brand image may be influenced.

In order to explore how President Jacob Zuma is represented as a toxic leader in visual text, as well as interpret how his brand image may be influenced as a consequence, the researcher has used a mixed methods content analysis. This will allow the researcher to analyse data through the quantification of data in the form of a tally table which was measured against eight dimensions from Pelletier's (2010) typology of toxic leadership and behaviours. For the qualitative aspect of the data analysis, thematic analysis was used to identify the emergence of representations from the satirical cartoons through observation of the text. Barthes Model of Levels of Meaning (Abdul-Jabbar, 2014) was used to support the thematic analysis and provide context.

The findings of this study reveal that President Jacob Zuma is not depicted as a toxic leader in the Sunday Times satirical cartoons. The President however was represented as an incompetent, selfish leader who lacks 'real' authoritative leadership as per the themes identified in the cartoons, thus influencing the Presidents brand image to match the themes.

Keywords: *Representation, toxic leadership, brand image*

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1. CHAPTER 1: INTRODUCTION

Satirical cartoons are used as a means of capturing current views and political issues. This research paper is an exploratory and descriptive study into how Jacob Zuma is represented as a toxic leader in satirical cartoons. The Sunday Times has been used as a case study. The primary aim of this paper is to analyse visual text to determine the presence of any representations that signify toxic leader behavioural characteristics of Jacob Zuma in satirical cartoons. The visual and linguistic representations of President Jacob Zuma are discussed using Barthes Model of Levels of Meaning (Abdul-Jabbar, 2014) as a supplement to Pelletier's (2010) typology of toxic leader behaviour and rhetoric.

The research paper intends to answer the research questions and meet the research objectives.

1.1 Background and orientation (contextualisation)

South Africa's political landscape is very volatile which provides South African cartoonists a significant amount of material as well as the opportunity to represent their subject(s), in this case President Jacob Zuma, in a particular frame (Charles & Kent, 2017).

In light of the debates that commenced in Parliament for the motion of no confidence in the president (National Assembly, 2016:272-273), South Africa, under President Zuma's governance, has been faced with challenging times which has consequently impacted on his public perception. It seems as South Africa's political, economic and social climate suffers, the presidents brand image transforms to one that is 'toxic' as featured in news reports and illustrated in satirical cartoons. For the purposes of this study, the representation of toxic leadership in satirical cartoons will be explored. Toxic leaders, through destructive behaviours and dysfunctional personal qualities cause serious consequences on the communities and societies they lead (Lipman-Blumen, 2005:2), these behaviours and qualities are generally emphasised through signs.

Throughout his time as the leader of the ANC (African National Congress) and President of South Africa, his term has been plagued by controversies, allegations of corruption and a lack of leadership (BBC News, 2016). According to Lowman (2016) the economy has "dipped" three times, the exchange rate has been suffered for years and the GDP per capita reached its ceiling. The country has also been experiencing an increased wave of violence such as student protests and xenophobic attacks.

Satirical cartoonists apply agenda-setting and framing strategies by capturing and illustrating, topical or controversial issues about the state of a nation's political landscape. Agenda-setting relates to the media's role in "creating public awareness" of prominent issues. The media can also do this through framing, which serves to structure social meanings which consequently influence the audience's perceptions and choices (Cilliers, 2008:167; Manning & Phiddian, 2014).

Although few politicians or public figures have "resigned, apologised, or changed policy" as a result of a particularly damaging cartoon, these satirical cartoons still play an influential role on public opinion. According to Manning & Phiddian (2015:4) cartoonists fulfil two principal roles: to entertain and to provoke thought. Therefore, cartoonists have a degree of influence in how the audience perceives a particular character in the context of the frame. This would be the cartoonist's representation of what's really happening in reality (Cilliers, 2008).

1.2 Rationale

Despite the amount of research on political cartoons, the construction of satire as well as the semiotic and linguistic analysis of political cartoons, little research has been conducted on how a political leader's leadership style is represented in a satirical/political cartoon. The aim of this paper is to explore and describe how Jacob Zuma is portrayed in satirical cartoons as well as comment on how his brand image may be influenced.

The topic was selected to explore the field of political cartoons as research on political cartoons has gained interest in recent years across various disciplines (Kondowe, Ngwira, & Madula, 2014:42). This has established political cartoons as an interdisciplinary genre within media discourse crossing different disciplines such as education, sociology sciences, psychology and communication (Sani, Abdullah, Ali, & Abdullah, 2012:53). Therefore the researcher aims to add to the discipline of media and communications by conducting the study.

Branding has been touched on by discussing how the Presidents brand image could have been influenced due to the way he is represented in visual text. Agenda-setting and framing theories have been included to support the researcher's argument.

Due to South Africa's current political climate and what is being reported to the public by news outlets, this topic can be deemed relevant topical and of interest. However, based on

the topic of the study, this paper may only be relevant in a South African context but, due to the flexible nature of the topic, the study can be replicated in other countries.

The study aims to lead to an enhanced understanding of the nature and characteristics of political cartoons by considering how influential their messages can be in terms of being image builders and perception changers. This paper may be of interest to academic scholars, media and communication researchers, and the Presidency's Public Relations team.

1.3 Problem statement

The media has the potential to influence public perception of particular events and people, as well as impact brand image. This is attributed to news coverage, framing and the decisions of what to report which influences public views and shapes societal opinion on how issues should be handled (Arceneaux, Johnson, Lindstadt & Vander Wielen, 2016:5). Therefore, when media images or text are presented to the public in a negative tone, the audience may consume these images or text 'negatively' towards the situation or the people depicted in the narrative (Bos, van der Burg & de Vreese, 2011).

Media's powerful influence on society can be attributed to its agenda-setting mandate. Visual text in newspapers such as satirical cartoons, initiate the same strategy, they highlight, typically in a single frame, topical or controversial issues about the state of a country's political landscape and those who govern it (Manning & Phiddian, 2014).

The researcher therefore considered whether the brand image of political figures, who are visually represented in satirical cartoons in newspapers, are impacted due to visual codes that are 'toxic' in nature?

This study explores and describes how satirical cartoons published in the Sunday Times represent President Jacob Zuma as a toxic leader – a mix method cross-sectional content analysis.

Research questions:

Primary research question: How is Jacob Zuma represented as a toxic leader in newspaper cartoons?

RQ1: Which toxic leader characteristics are evident in the representation of Jacob Zuma?

RQ2: In what way has Jacob Zuma's brand image been influenced by his depiction in satirical cartoons?

1.3.1 Research objectives:

The aim of this study is to explore how satirical cartoons represent President Jacob Zuma as a toxic leader in visual text, and how Jacob Zuma's brand image may be impacted as a consequence. The researcher will explore how particular signs and symbols are used in the narrative of cartoon frames and how these signs are representative of the behavioural characteristics of a toxic leader. Therefore, the objectives of the study are:

- To explore how signs and symbols in visual text (satirical cartoons) may represent President Jacob Zuma as a toxic leader.
- To describe how often representations associated with the behavioural characteristics of a toxic leader appear in a group of visual text.
- To discuss how Jacob Zuma's brand image may be influenced as a consequence of the way he is represented in visual text.

1.4 Purpose Statement:

Davis (2014) insists that research should always have a purpose and offer a valuable contribution towards a body of knowledge. Hence, the researcher aims to contribute to the existing pool of knowledge on political cartoons by offering a different perspective to what has already been published.

The purpose of this study is to explore and describe how, through representation, President Jacob Zuma is portrayed as a toxic leader in visual text. An additional component to the study provides a discussion of how Jacob Zuma's brand image may be impacted.

This study will be conducted in the aim of gathering new information on the topic in order to gain more understanding on representation.

1.5 Conceptualisation

The media has the potential to influence perceptions of particular events and people. News coverage, framing and the decisions of what to report, influences public views and shapes societal opinion on how issues should be handled (Arceneaux, Johnson, Lindstadt & Vander Wielen, 2016:5). The media can achieve this through agenda-setting,

representation and semiotic language that aid readers to structure codes and generate meaning to messages.

The key concepts identified for this study consist of representation, toxic leadership and brand image. The researcher will attempt to define and discuss the relevance of the concepts in the study.

1.5.1 Representation

Hall (2003:16) simply defines representation as the “production of meaning through language”. Representation refers to the description, depiction or symbolising of something; calling it up in the mind by “description, portrayal or imagination”. Rayner and Wall (2008:76) describe representation as a process by which external reality can be interpreted through the media. Codes are used in media text to represent external reality and to apply meaning to it.

The topic of this research paper explores the concept of representation in order to examine how the producer of visual text characterises its subject. For the purposes of the study, the Sunday Times newspaper is considered as the producer of the visual text (the published satirical cartoons that feature in the newspaper). To determine how Jacob Zuma is represented as a toxic leader in visual text, it is necessary to understand how the media through visual text, has the potential to influence perceptions. The media can achieve this through representation and semiotic language which consists of signs that aid readers to structure codes and generate meaning to messages (Cilliers, 2008:159). Hall (2003:18) explains that signs represent the “concepts and conceptual relations between them” which are carried around in every person’s head and together they make up the meaning-systems of our culture.

The researcher will explore and describe the use of representation in visual text and whether the signs that are used to signify coded meaning in text are those that align with the typology of toxic leader behaviours. Framing theory refers to the deliberate and specific way in which media reports portray a topic, person or group in order to construct a specific perception of that person, group or topic (Cilliers, 2008:167). Thus, reality has been stripped away and replaced with representation, leaving the public, or the consumer of the text to deal with a “second hand reality” that has been structured by journalists (Fremlin, 2008:55).

1.5.2 Toxic leadership

Leadership, as a socially constructed concept, is similar in meaning to words such as power, influence, authority and control (Udogu, 2008:14). In an organisational perspective, a leader possesses the ability to influence individuals towards achieving a long-term strategy, vision or a set of goals (Robbins, Judge, Odendaal & Roodt, 2009:290).

Toxic leaders are individuals in positions of power or authority who display destructive behaviours and dysfunctional personal qualities. These attributes generate serious and long-term poisonous effects on the individuals and even the entire societies they lead. A toxic leader can be identified in various ways; according to Lipman-Blumen (2005), there are intentional and unintentional toxic leaders. Intentional toxic leaders deliberately harm their followers or enhance themselves at others' expense; unintentional toxic leaders cause harm by their incompetence and careless or reckless behaviour (Lipman-Blumen, 2005).

Lipman-Blumen (2005) has popularised the concept of toxic leadership by arguing that leaders who demonstrate toxic tendencies produce a polarising workspace. Kellerman (2004) suggests that leaders who possess 'toxic' traits and behaviours can range from incompetent to unethical in behaviour. Although the ideas developed were applied to organisational leadership, Lipman-Blumen (2005) presented that the concept of toxicity could be applied to political leaders (Heppell, 2011). This study aims to come up with findings in order to address how Jacob Zuma is represented as a toxic leader in newspaper cartoons.

Pelletier (2010) developed a typology of toxic behaviours and rhetoric attributed to toxic leaders. The typology lists various types of behavioural characteristics associated with leadership toxicity. The researcher will focus and elaborate on the behavioural characteristics of a toxic leader. The behaviours associated with a toxic leader will be used as the criteria to determine whether President Jacob Zuma is represented as a toxic leader.

1.5.3 Brand image

The concept of brand image will be discussed to provide insight into Jacob Zuma's brand and how its brand image may be influenced based on the representation of his brand as a toxic leader in visual text.

Brand image according to Keller (1993) refers to the perceptions of a brand held in the consumer's memory. Roy and Banerjee (2007) expand on this by defining brand image as the thoughts and feeling towards the brand. Aaker (1991) states that brand image could develop a set of brand associations that are then considered as significant to the consumer (Severi & Ling, 2013:127).

Baumgartner (2008) asserts that political cartoons have little influence over people's opinions towards a public figure. He suggests that political cartoons are dependent on pre-existing negative images and associations that the public already holds about the subject. This point relates to the effective use of representation and language signs when communicating to the audience through visual text. Framing theory also allows the cartoonist to emphasise on certain aspects of the subject character, behaviour or appearance (Chong & Druckman, 2007). Therefore the audience must be able to create meaning from the text in order to engage with it.

Framing theory directs the reader's attention and provides the foundation of understanding. Meaning is given to the visual text through the use of signs, therefore, this process could influence the brand image of Jacob Zuma depending on how he is represented in a particular context or frame (Chong & Druckman, 2007).

1.6 Overview of Research Methodology

The research used a mixed methods design, and was conducted through the observation of political cartoons featured in the Sunday Times online newspaper. Qualitative and quantitative data was collected by means of observation. Data was analysed using content analysis and thematic analysis; a semiotic analysis model was used to support the other data analysis methods. A detailed discussion on methodology is presented in Chapter Three.

1.7 Structure of the paper

Chapter Two: Literature Review. Introduces the phenomenon of political cartoons and discusses relevant concepts and theory associated with toxic leadership, language signs, agenda-setting and framing. Chapter two provides an understanding of these theories and concepts in order to create a base on which to address the research problem.

Chapter Three: Research Methodology. The purpose of this chapter is to outline the structure of the research methodology that will be used to collect and analyse the necessary data.

Chapter Four: Findings and Discussion. This chapter collates the gathered data for analysis and discusses the findings drawn from the data analysis. The purpose of this chapter is to form a correlation between the theory and the research data collected.

Chapter Five: Conclusion. This chapter serves the purpose of summarising the argument, discussing conclusive findings and implications, answering the research problem, and providing recommendations for further research.

2 CHAPTER 2: LITERATURE REVIEW

This section presents a discussion of relevant literature that has previously been published relating to the topic (Davis, 2014).

The research on political cartoons has gained interest in recent years across various disciplines (Kondowe, Ngwira, & Madula, 2014:42). This has established political cartoons as an interdisciplinary genre within media discourse crossing different disciplines such as education, sociology sciences, psychology and communication. Studies on political cartoons intend to construct political criticisms and provide commentary aimed at reorienting the public (Sani, Abdullah, Ali, & Abdullah, 2012:53).

Political cartoons are cartoons that feature political figures and events which are deemed as newsworthy. Political cartoons, just as generic cartoons, are considered to be a specific kind of “semiotic domain”. According to Tsakona (2009), “semiotic domains” refers to the practice of using one or more visual or verbal codes such as oral or written language, images, symbols, sounds, etc. to communicate distinct types of meaning (Tsakona, 2009:1171). Therefore, political cartoons are produced to carry through the media agenda-setting mandate. These cartoons are framed narratives – according to Embong, Hassan and Ibrahim (2016:627), political cartoons are produced as a means of “expressing cartoonists’ views on current and political issues and regarded as a tool for freedom of speech”.

Research on political cartoons has been extensive. Studies conducted on political cartoons have discussed different socio-economic and socio-cultural issues present nationally and globally; others provide a critical analysis of political leaders. Lamb (2004) considers political cartoons as critical text designed to specifically ridicule or satirise political leaders and their policies. Lamb (2004) describes political cartoons as the ‘arsenal’ used to launch attacks on political leaders and the democratic process through visual representations (Kondowe, et al, 2014:43).

Abdul-Jabbar (2014:47) describes political cartoons as a visual language with a collection of verbal and visual signs that carry profound meaning. Abdul-Jabbar (2014) states that the combination of a researcher’s prior knowledge and the signs identified in the political cartoons can lead to its interpretation and shared meaning. Barthes (1964) further notes that there are two levels of meaning: denotational and connotational. Denotation is the dictionary meaning of the sign or word in the real world while connotation describes the

interpretative association related to the sign that is culturally and context dependent. Barthes (1964) insists that connotation is a higher level of interpretation (Panzaru, 2012).

Sani et al (2012) observed political cartoons based on the agenda-setting theoretical framework. The researchers observed that political cartoons in newspapers are produced as a vehicle of setting social agenda with the aim to shift and shape public opinion through recurrent depictions that reflect current socio-political issues at a given period (Sani et al, 2012:53). In other words, the current events reported on, in newspaper articles at a given time, will typically coincide with the political cartoons featured in the paper.

Kondowe et al (2014), through their pragmatic analysis of political cartoons, found that there are different ways in which cartoonists use cartoon discourses. Political cartoonists purposefully distort and exaggerate significant features of public figures to mock them. Cartoonists achieve this by artistically relating verbal and non-verbal representations to highlight social issues and question authority. The literature also revealed that political cartoonists specifically use “satire, humour, contrast and surprise”, to attack political figures (Kondowe et al, 2014:43).

Various bodies of literature have produced case studies of positive leadership and the behaviours attributed to positive or transformational leaders. The concept of transformational leadership was first introduced by Burns (1978) with regards to political leadership. Burns outlined the attributes of transformational leadership and discussed that these leaders provides purpose that exceeds short-term goals and focuses on “higher order intrinsic needs” (Judge & Piccolo, 2004:755). In other words, transformational leaders guide their followers toward a vision by motivating and supporting them.

The research study conducted by Embong, Hassan and Ibrahim (2016) features Tun Dr Mahathir, the fourth Prime Minister of Malaysia. The Prime Minister is known for his transformational leadership qualities due to his leadership values and contributions to the country’s development. Embong, et al (2016) analysed the Lat’s (a famous Malaysian cartoonist) political cartoons which featured Tun Dr Mahathir. The study discussed the representation of Tun Dr Mahathir’s leadership in Lat’s editorial cartoons (Embong et al, 2016:625). The researchers collected 98 political cartoons which were published in local newspapers from 1979 to 2004 and analysed the data using Multimodality and a linguistic typology that includes five elements, namely: loan word, coinage, word class, denotation and connotation (Embong et al, 2016).

The findings revealed that the Prime Minister of Malaysia was represented as “an open-minded leader, who listened to others”, was hardworking and drove the development of Information Communication Technology (Embong et al, 2016).

The researcher will conduct a study similar to that of Embong et al (2016). The researcher will however conduct a content analysis, based on Pelletier’s (2010) typology of toxic leader behaviours and rhetoric based on toxic behavioural characteristics such as: “demeaning/marginalising or degrading, ridiculing/mock, social exclusion, ostracizing/disenfranchising employee, inciting employee to chastise another, exhibiting favouritism, harassment (including sexual)” (Pelletier, 2010:375). Toxic leadership, therefore, is one of the key literatures that the researcher will focus on in order to facilitate and support the argument of how Jacob Zuma is represented as a toxic leader in visual text. Lipman-Blumen (2005) has made a unique and impactful contribution to the study of harmful leadership by acknowledging that toxic leaders violate “basic standards of human rights” by consciously pursuing toxic agendas and reframing them as “noble endeavours” (Pelletier, 2010:377).

Jacob Zuma’s character continues to be ridiculed in satirical cartoons. South African cartoonist Johnathan ‘Zapiro’ Shapiro published a cartoon (April, 2017) in the Daily Maverick which depicts the captured media: The New Age and ANN7, the Minister of State Security David Mahlobo and Social Development Minister Bathabile Dlamini pinning down a black woman wearing a dress in the colours of the South African flag - the woman represents South Africa. The President says, “she’s all yours, boss” to Atul Gupta while having his back turned away from the woman. Atul Gupta is depicted as undoing his pants the woman. This cartoon references to the state capture issue (IOL, 2017). [Refer to the attached appendix, image 1].

3 CHAPTER 3: RESEARCH METHODOLOGY

The media has the potential to influence public perception of particular events and people, as well as impact brand image. This is attributed to salience in news coverage and framing. Satirical cartoons initiate the same strategy when depicting issues in a cartoon frame. Therefore, visual text that are presented to the public in a negative tone, are more likely to be consumed 'negatively' towards the situation or the people depicted in the narrative (Arceneaux, Johnson, Lindstadt & Vander Wielen, 2016; Bos, van der Burg & de Vreese, 2011). This study aimed to explore and describe how satirical cartoons published in the Sunday Times represent President Jacob Zuma as a toxic leader, moreover, how this representation may influence his brand image. It also aimed to answer the research questions which are as follows:

- How is Jacob Zuma represented as a toxic leader in newspaper cartoons?
- Which toxic leader characteristics are evident in the representation of Jacob Zuma?
- In what way has Jacob Zuma's brand image been influenced by his depiction in satirical cartoons?

3.1 Research paradigm

All bodies of literature are based on some underlying worldviews or traditions. These traditions can also be referred to as research paradigms. Paradigms, according to Kuhn (1977), refer to a research culture based on a cluster of beliefs, values, and assumptions, that a group of researchers have in common concerning the type and nature of research; therefore, research paradigms influence which research method is suitable for the progression of knowledge in a given study (Thomas, 2010:291-292).

The research process has three main research traditions, namely: positivism, interpretivism and critical realism which can be discussed in terms of ontological, epistemological, metatheoretical, methodological and axiological positions (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014:23-24). For the purposes of the study, the researcher will discuss ontological positivist paradigm and epistemological interpretive paradigm. These paradigms have underpinned the nature of this study.

3.1.1 Ontological positivist paradigm

The ontological position states that social reality can be understood from an objective point of view (Maree, 2015:33). In addition, Du Plooy-Cilliers et al (2014:23) expands that

ontology is the study of “being, existence or reality”, and consists of the assumptions that are made about certain occurrences, therefore ontology is concerned with what reality is, the existence of an objective truth and questions what is real.

Positivism, originally referred to as “positive philosophy” by philosopher August Comte (1798-1857), encouraged people to think for themselves and challenge social realities. During that time, thinkers asserted that only “objective, observable and verifiable facts” should be considered when attempting to comprehend and explain natural and social reality (Du Plooy-Cilliers et al, 2014:23-24).

In the study, the researcher has engaged in ontological positivist traditions to know an objective reality based on the observations of South Africa's social and economic landscape and what is currently illustrated about the President of South Africa, Jacob Zuma, in relation to the country's macro-environment. The motivations of the cartoonist were not examined when collecting data as it is outside the scope of the ontological position of positivism. Internal motivations are unobservable; the positivist paradigm believes in the existence of external reality (Du Plooy-Cilliers et al, 2014:26).

3.1.2 Epistemological interpretivist paradigm

Research is conducted with the purpose of contributing something new to the academic space, thus contributing to an existing body of knowledge. Epistemology refers to the study of knowledge (Maree, 2015). Moreover, it deals with the different ways of knowing by examining the nature of knowledge (Du Plooy-Cilliers et al, 2014:23).

The epistemological interpretive paradigm has allowed the researcher to identify multiple realities that exist in the data and allowed the researcher to reach the “best possible understanding” (Maree, 2015:39).

The data collection part of the research is quantitative, thus applying the ontological positivist paradigm to research. All observed material or ‘facts’ were gathered based on determined themes in a content analysis. Once the data was collected on how Jacob Zuma is represented as a toxic leader in visual text, the researcher analysed the data in an epistemological interpretivist tradition in order to determine how this may influence the president's brand image.

The interpretivist paradigm considers facts as fluid and bound within a meaning system. Facts can thus be subject to change as what is factual is dependent upon context and the

audience's ability to interpret the information (Du Plooy-Cilliers et al, 2014:29), in this case, to interpret and understand different signs or semiotic language.

The interpretivist and positivist paradigms were selected due to the exploratory and descriptive nature of the research study, thus a mixed methods research approach is deemed appropriate (Du Plooy-Cilliers et al, 2014).

3.2 Research approach

The researcher used a mixed methods approach (quantitative and qualitative). The distinction between a quantitative and qualitative approach refers to how the researcher chooses, collects, analyses and interprets information that will serve the aims of the research. Therefore, the researcher was guided by a mixed methods approach in collecting and analysing the data (Davis, 2014).

The objective of this study was to explore and describe the significance of how behavioural characteristics of a toxic leader are represented in visual text. Analysing how this is presented required the researcher to obtain numerical values for the codes and categories and interpret them accordingly, as well as identifying themes in trends and patterns in the data (Davis, 2014; Du Plooy Cilliers & Cronje, 2014). Mixed method research builds on both quantitative and qualitative approaches to research and allows for contextual interpretations (Maree, 2016).

An exploratory and descriptive, mixed method design was used to explore how President Zuma is represented as a toxic leader in visual text, and how his brand image may be influenced as a consequence. The aim of exploratory research is to identify key variables in order to gain understanding of a phenomenon (Maree, 2016). Therefore, the nature of the study was flexible in order to facilitate understanding of an unexplored area of research. The purpose of descriptive research is to describe the characteristics of a phenomenon and provide information about certain phenomena such as how semiotic signs are applied in visual text to represent Jacob Zuma as a toxic leader (Bezuidenhout & Davis, 2014).

3.3 Research design

A research design is a plan that considers the philosophical traditions that underlie the research, identifying participants which, in this case, were the collection of visual text, the data collection, and data analysis methods. The importance of a research design is to

enable the researcher to understand the structure of the study and to plan its execution (Maree, 2016). Du Plooy (2013) notes that a research design should include: type of reasoning, research objectives, data collection methods and data analysis.

There are two approaches of reasoning, namely: an inductive approach and the deductive approach. An inductive approach focuses on reasoning that is from the specific to the general which means that when particular events or instances are observed, they can be combined into a more general statement, while a deductive approach refers to reasoning that works from general to specific and is based on previous theoretical models or frameworks (Bezuidenhout & Cronje, 2014; Elo & Kyngas, 2007). Both approaches were used for the purposes of this study.

The analysis method that was used for this study is a mixed methods content analysis. The researcher analysed the data set through the quantification of data and thematic analysis. Content analysis refers to the systematic way of coding and categorising approach used for exploring textual material unobtrusively to define trends and patterns of words utilised, their frequency, relationships, and the “structures and discourses of communication” (Vaismoradi, Turunen & Bondas, 2013:400). Elo and Kyngas (2007) add that content analysis is used for the purpose of providing knowledge and insights, a representation of facts and an applied guide to action.

For the purposes of the study, the researcher analysed quantitative data through the use of a tally table that was measured against eight dimensions from Pelletier’s typology of toxic leadership and behaviours. This typology is a suitable framework to identify specific themes. The behavioural characteristics that underpin the dimensions were used as deductive codes in the quantitative section of the analysis (Pelletier, 2010). For the qualitative aspect of the data analysis, the researcher will attempt to identify the emergence of representations from the satirical cartoons through the observation of the text.

3.4 Population and sampling

3.4.1 Population

A population is defined as a group of people or entities from which the researcher requires information (Du Plooy-Cilliers et al, 2014:132; Wiid & Diggines, 2013). Researchers can define the population group of the study by outlining shared characteristics or the population parameters and the number of entities in a population group. Informed by the

research questions and research problem, the researcher explored the visual text, published in the Sunday Times, to obtain the data required to fulfil the requirements of the study. Therefore, every satirical cartoon featured in the Sunday Times was considered as the population group and has the following population parameters:

- Nature of the population: social artefacts in the form of satirical cartoons in both black and white and colour to expand the researcher's options.
- Size of the population: all the satirical cartoons that feature President Jacob Zuma and have been published in Sunday Times online newspaper in 2016.
- Unique characteristics of the population: the satirical cartoons produced by Zapiro which feature President Jacob Zuma.

Based on the outlined population parameters, the researcher can appropriately define the target and the accessible population. The target population of the study includes all the black, white and colour satirical cartoons that feature Jacob Zuma in the Sunday Times online newspaper from the year 2016. However, the accessible population will be five satirical cartoons in the Sunday Times online newspaper that feature President Jacob Zuma from the period January 2016 to December 2016.

Although South African politics is volatile and news in the Sunday Times is circulated weekly and is also available on the newspapers online platform, the timeline is appropriate as the news published during the 2016 period is still topical and can easily be recalled from memory (Charles & Kent, 2017). The study is cross-sectional, and there was a predetermined, limited period of time to complete the research study. Thus a twelve month long time frame was considered as appropriate and a collection of five satirical cartoons are a sufficient amount to fulfil to purpose of the study.

The unit of analysis can be described as follows: the study makes use of five satirical cartoons that all feature President Jacob Zuma. Of the five cartoons, some will have linguistic text in the frame and will be in English. The cartoons will be accessed online.

3.4.2 Levels of measurement:

The cartoons in the study will be measured according to the following dimensions that are attributed to toxic leadership; in this way, the researcher will determine suitability:

Figure 1: Toxic leader dimensions

Dimensions	Behavioural characteristics
Attack on followers self-esteem	Demeaning/marginalising, degrading
	Ridiculing
	Mocking
Lack of integrity	Being deceptive
	Blaming others for leaders mistakes
	Bending the rules to meet goals
Abusiveness	Displaying anger
	Emotional volatility
	Coercing
Social exclusion	Excluding individuals from social functions
Divisiveness	Ostracising employee
	Inciting employee to chastise another
Promoting inequity	Exhibiting favouritism
	Being selective in promotions
	Favouring members of entourage
Threat to followers' security	Using physical acts of aggression
	Threatening employees' job security
	Forcing people to endure
Laissez-faire	Ignoring comments/ideas
	Disengagement
	Stifling dissent
	Being rigid

Source: Pelletier (2010)

Pelletier's (2010) typology of toxic leader behaviour and rhetoric dimensions (Figure 2) will serve as the basis of the codes. The dimensions were considered as defined themes, and the behavioural characteristics associated with the dimensions enabled the researcher to appropriately analyse the data. The researcher will also take into account the context of the narrative in the cartoon frame.

The aim of content analysis is to describe the relevant aspects of how a group of visual text represent a prominent figure (Bell, 2001). Pelletier's (2010) typology of toxic behaviours and rhetoric attributed to toxic leaders, was used as the theoretical framework of analysis (Pelletier, 2010:375). Pelletier's (2010:377) toxic leader typology and rhetoric is informed by Lipman-Blumen's (2005) description of toxicity which is based on the perceptions of followers', and attributions about the leader, irrespective of the leader's intent or organisational outcomes. In the case of this study, the researcher will observe and determine Jacob Zuma's perceived perception and the attributes or representations attached to the leader in visual text.

3.4.3 Sampling

A sample can be considered as a segment of the population that reflects and is representative of the population (Du Plooy-Cilliers, 2014). Bryman and Bell (2014) note that sampling is a method of selection based on probability sampling or non-probability sampling; it also refers to the proportion of the population that is selected for the research study. For the purposes of the study, a non-probability sampling method was employed.

Non-probability sampling is characterised as a sampling method that does not use a random selection of population elements (Maree, 2016:197). Therefore, the cartoons will be selected based on the researcher's judgement – this implies that the population parameters will be met (Du Plooy-Cilliers, 2014). According to Le Roux (2005), this sampling technique is frequently used because of its convenience and inexpensiveness. The researcher has selected non-probability sampling in order to meet the objectives of the research study. Thus the specific cartoons selected will fulfil the requirements of the study; there was restricted financial resources thus this sampling method is appropriate (Maree, 2016). The purposes of selecting non-probability sampling methods are to gain an in-depth understanding of the research problem that is being explored (Du Plooy-Cilliers, 2014).

One of the methods used under non-probability sampling is purposive sampling. This sampling method will be used to conduct the study. Purposive sampling is a sampling technique that "actively selects the most productive sample to answer the research question" (Marshall, 1996:523). By analysing the population and the research question, the researcher will be able to determine what characteristics are important for conducting the study (Du Plooy-Cilliers, 2014). Therefore, the researcher will purposefully choose satirical cartoons that are black and white, feature President Jacob Zuma and produced by Zapiro

in 2016. This sampling technique ensures that each element of the sample will contribute to the research as each element aligns with the population parameters of the study (Du Plooy-Cilliers, 2014).

Sunday Times is South Africa's biggest weekly newspaper that features Johnathan 'Zapiro' Shapiro's satirical cartoons. On average, 70% of their reader's access the newspaper online. The newspaper has a reputation for producing "hard-hitting, relevant, independent, well-written and authoritative" content predominantly in the political context (Times Live, 2017).

It is important to note that the researcher will not be engaging in social research and will be using published data to conduct the study. Based on the defined accessible population and sampling, the researcher will source five satirical cartoons that have been published in the Sunday Times online newspaper. The researcher will gather the cartoons published between January 2016 and December 2016.

The researcher gathered satirical cartoons that were published in the Sunday Times newspaper in 2016 by doing a specific search on the internet. In order to ensure that the cartoons gathered were produced from the Sunday Times, the researcher observed the time stamp and the origin of each cartoon illustrated along the cartoonists signature. The appropriate satirical cartoons were selected based on a judgement of appropriateness and the defined target population.

3.5 Data collection

Data collection, according to Du Plooy-Cilliers and Cronje (2014), is considered one of the most important aspects of a research study as the success of the study is greatly influenced by collecting data correctly. There are several data collection techniques that can be used, such as structured interviews, observations, surveys for quantitative research and in-depth interviews and document analysis for qualitative research. This section provides a detailed account of how the data was collected (Jansen, 2016).

Based on the defined research questions and paradigms, the researcher has conducted a mixed methods content analysis and has used a quantitative approach to data collection. Content analysis is a data collection technique that assists the researcher to understand information as a symbolic phenomenon (Du Plooy-Cilliers & Cronje, 2014).

When conducting a quantitative content analysis, the researcher only works with published or reported work and is prohibited from asserting any subjective assumptions about the author's intended meanings. Through this retrospective data collection technique, the researcher can make certain observations about the text without influencing it. One of the advantages of content analysis is that the researcher does not risk collecting invalid data because it was gathered incorrectly – data in content analysis does not have to be collected in a structured way (Du Plooy-Cilliers & Cronje, 2014).

The research study is underpinned by both interpretivist and positivist philosophical traditions. The researcher subsequently gathered the data from an objective perspective while using observation as a data collection method. Observation according to Nieuwenhuis (2016:90) refers to the process in which the researcher records the behavioural patterns of participants, objects and occurrences without intervening, questioning or communicating with the participants. Caldwell (2005) adds that observation is a valued and effective research method which allows the researcher to “see, record, interpret and evaluate information”. The type of approach however is dependent on the aim and objectives of the study, the “skills of the researcher” and the resources available including time (Caldwell, 2005:43). The disadvantages of observation as a data-gathering method lie in the fact that it is highly selective and subjective by nature (Nieuwenhuis, 2016).

3.5.1 Nature of the research design:

The nature of the research design is mixed methods. Mixed method research refers to the combination of both quantitative and qualitative designs that allow the researcher to make contextual interpretations through the collation of data (Maree, 2016). Qualitative research focuses on underlying qualities of experiences and events that are subjective in nature as well as the meanings associated with phenomena. Qualitative research design is characterised by its linguistic, rather than its numerical data and uses meaning-based rather than statistical forms of analysis. Qualitative research according to Nieuwenhuis (2016) uses open, exploratory research questions that focus on understanding occurrences as well as extracting meaning from data.

Quantitative research makes use of research methods that generate “measurable, numerical and statistical results” and seeks to identify a causal relationship (Koonin, 2014:253), therefore quantitative research regards research as deductive (Bryman & Bell

2014:31). Maree and Pietersen (2016) add that quantitative research is a process that is systematic and objective and allows for generalisation to the findings. To develop knowledge, a researcher relies on a post-positivist approach to knowledge and engages in quantitative measures to gather data in order to test the hypothesis or to answer research questions. A quantitative study can either be descriptive or experimental. Descriptive studies establish associations between variables (Maree & Pietersen, 2016).

Now that the researcher has introduced both quantitative and qualitative research designs, the researcher can elaborate on the nature of mixed method research. Mixed methods research is described as the process of collecting, analysing and combining quantitative and qualitative data within a single or series of studies to gain understanding on the research problem. Therefore the researcher collects both quantifiable data and informational data such as open-ended interviews to answer the research question (Maree & Pietersen, 2016).

The mixed method design allows the researcher to explore the topic by identifying qualitative themes and then using that exploration to guide the quantitative examination of the initial qualitative results (Maree & Pietersen, 2016). Therefore, the mixed method research design aims to collate the analysis of the qualitative and quantitative data in order to interpret how Jacob Zuma is presented as a toxic leader according to the typology of toxic leadership and behaviour as well as formulate a sound argument on how the portrayal of Jacob Zuma's leadership may impact his brand image.

3.6 Data Analysis

The analysis and interpretation of data provides the basis of the research findings, conclusions and recommendations. The analysis of data allows the researcher to use a theoretical framework to interpret findings. A content analysis was used in examining the characteristics of toxic leadership in visual text (Bell, 2001). Pelletier's (2010) typology of toxic behaviours and rhetoric attributed to toxic leaders, was used as the theoretical framework of analysis.

The researcher engaged in a qualitative and quantitative content analysis for the analysis of the data. Qualitative content analysis is used to explore and identify obvious and covert themes and patterns embedded in a particular text (Bezuidenhout & Cronje, 2014); while quantitative content analysis allows for the quantification of data which means that the researcher is able to express results numerically. According to Du Plooy Cilliers and

Cronje (2014), various researchers believe that the use of statistical methods help to generate precise interpretations.

From a quantitative approach of the content analysis, the researcher observed how certain representations associated with toxic leadership were used. Du Plooy-Cilliers and Cronje (2014) assert that the use of statistical methods help to generate more precise interpretations, thus improving the quality of interpretations. The researcher has collected quantitative data in a form of a tally sheet (Figure 3). The table will display the extent in which the visual text represents the President of South Africa as a toxic leader.

Qualitative content analysis can be defined as the subjective interpretation of the content; therefore the researcher identifies subjective themes that emerge from a particular text. The researcher is able to provide the most educated suggestion based on the most likely interpretative (Du Plooy-Cilliers & Cronje, 2014:191). The researcher has attempted to collate both the qualitative and quantitative data from the content analysis and use it to analyse and interpret the findings. The researcher has used observation in order to code the visual text.

3.6.1 Inductive and deductive reasoning

Inductive approaches are generally associated with qualitative research. According to Bezuidenhout and Cronje (2014), the process in which the researcher uses of raw data to develop themes without the use of a conceptual model is inductive. Inductive reasoning was followed when reading and carefully examining the text for semiotic sign that are embedded in the cartoons.

Applying a deductive approach to data analysis insists that researcher use a conceptual framework from appropriate theories or literature in order to recognise specific codes within the text. A unique attribute to using a deductive approach is the forming of deductive codes which are codes or a *priori* that are generated before examining the data. This allows the researcher to link the themes to the literature and theoretical framework (Bezuidenhout & Cronje, 2014; Elo & Kyngas, 2007). Both inductive and deductive approaches were employed in the study.

3.6.2 Qualitative approach to data analysis

Zhang and Wildemuth (2009:319) note that qualitative content analysis recognises unique themes that demonstrate the scope of the meanings of phenomena.

Observation was used to analyse the visual text. Due to the fact that the cartoons predominantly consisted of graphical features compared to linguistic text there was minimal text to code, therefore observation was used to analyse each cartoon based on what it represents as well as how Zuma is represented in the narrative or the context of the cartoon. The researcher was guided by the typology of toxic leader behaviour and rhetoric derived by Pelletier (2010) as well as Barthes Modal of Levels of Meaning (Abdul-Jabbar, 2014).

The researcher used thematic analysis and open coding. Open coding refers to making notes and headings in the text while reading through it. The researcher will printed out the cartoons and composed brief notes in the margins of the paper. The researcher thus observed and coded the visual and the linguistic text present in the cartoons and noted relevant signs and symbols that are representative of leadership toxicity. The researcher was also concerned with subtext: the underlying meaning or the context of the narrative (Du Plooy Cilliers & Cronje, 2014; Elo & Kyngäs, 2007).

Thematic analysis was used to identify, analyse and describe correlations, across the data set (Bryman & Bell 2014). The purpose of this method is to organise the findings and identify common themes to determine the presence of any representations that signify toxic leadership towards President Jacob Zuma in cartoons. Under the content data analysis, representations that correspond with Pelletier's (2010) toxic leadership typology and rhetoric were identified and grouped them accordingly in themes for analysis (Figure 2).

The text and the resulting notes were perused several times in order to identify the various themes and commonalities that emerged. In this way, consistency in coding was assessed. It is not safe to assume that all samples have been coded consistently and accurately, as the researcher may be subject to fatigue which leads to mistakes (Zhang & Wildemuth, 2009). The visual text was observed and analysed in its entirety. The coding units for the visual characteristics and features as well as the verbal characteristics of the text were analysed (Du Plooy Cilliers & Cronje, 2014).

The text was observed in order to quantify the findings in a tally table, and the signs were analysed according to the behavioural characteristics under the dimensions as displayed in the typology of toxic leader behaviour and rhetoric (Du Plooy Cilliers & Cronje, 2014; Vaismoradi, Turunen & Bondas, 2013).

Due to the fact that this research study is descriptive, the researcher will provide both descriptions and interpretations in order to offer substance. Descriptions include providing background and context to interpretations. Due the interpretivist nature of the paper, the study will present interpretations that reflect the researchers personal and theoretical understanding of what is being explored (Zhang & Wildemuth, 2009).

3.6.3 Quantitative content analysis:

All the satirical cartoons were analysed and marked against the dimensions (Figure 4) which were evident in the data set by using non-participant observation as a sampling tool. This quantitative approach to data analysis allowed the researcher to obtain numerical values for the observed representations by identifying recurrent dimensions that are present in the text. The descriptive statistics are displayed in a tally table (Bryman & Bell 2014).

The researcher has justified why certain data falls into specific dimensions. In order to ensure objectivity, substantiated justifications of known information that have been publically published in reputable newspapers and news sites is incorporated. This was done to demonstrate the researcher's unbiased process of data-to-dimension allocation.

4 CHAPTER 4 - RESEARCH FINDINGS

This chapter details the findings from the data collection described in Chapter 3. Data was analysed using a thematic analysis based on Pelletier's (2010) eight dimensions of toxic leader behaviour and rhetoric and was supported by a semiotic model that provided the analysis with context and substance. Findings and interpretations are discussed below.

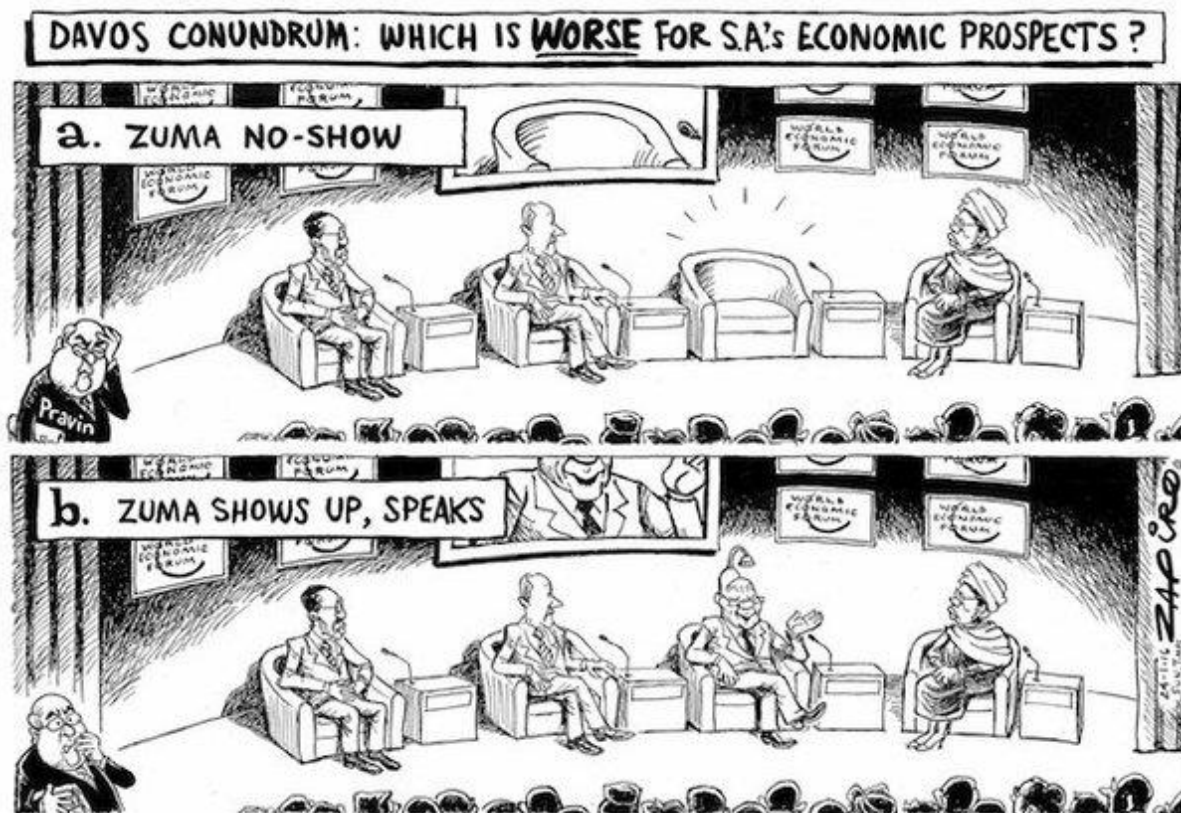
As per the analysis, it is important to note that Pelletier's (2010) eight dimensions are informed by subsets of behavioural characteristics. Thus, one dimension can be described as a category and the toxic leader behavioural characteristics as the sub-categories that make up a category. The behavioural characteristics served as codes and were used to examine each satirical cartoon. Based on the codes, the appropriateness of each dimension was assessed. Coding took place at a semiotic level, taking into account the context of the signs present in each cartoon frame.

The semiotic approach to graphical representation implies the idea that images are a collection of signs that are linked together and understood by the viewer, thus visual communication is grounded in perception and modified externally through social and cultural frames. In a semiotic perspective, the satirical cartoons published in the Sunday Times were deconstructed to identify signs and the relationship between them in order to produce meaning (Abdul-Jabbar, 2014).

The sample was analysed according to Barthes' model of levels of meaning where two levels of interpretations, namely micro and macro, were followed in the analysis. Micro interpretation refers to the identification and type of the signs as well as their surface and implied meanings whilst the Macro interpretation deals with the literal and implied meanings of the entire message/text. It is important to note that most signs operate on several levels, namely: symbolic, iconic and indexical (Pânzaru, 2012). This semiotic model will be used as the bases of Pelletier's (2010) typology of toxic leader behaviour and rhetoric (Abdul-Jabbar, 2014).

For the purposes of the study, the term 'follower' encompasses officials in the public and private sector as well as every South African citizen. The term will be used in reference to Jacob Zuma as a leader.

Cartoon 1



Source: Stan (2016).

Table 1: Cartoon 1 Identification, meaning and types of the signs

No.	Identification of signs	The Denotation Meanings and types of the signs	The Connotation Meanings and types of the signs
1	Heading	Introducing the frame/ cartoon. Which is worse (word highlighted) for S.A's economic prospects? (Ironic)	Incompetence (symbolic)
2	Conference attendees	Three individuals sitting and staring at the empty seat (first panel) and President Jacob Zuma (second panel)	No real impact or influence to any situation (indexical)

	Empty chair	Lines above empty chair to provide emphasis	Absenteeism – lack of sense of responsibility (symbolic).
3	Pravin: body language – panel 1	Slouched over; hand on head; eyes closed	Embarrassed (symbolic).
4	Pravin: body language – panel 2	Wide eyes, hand in mouth	Nervous, no confidence (symbolic).
5	Zuma: Posture	Smile, legs crossed, left hand raised.	Comfortable and pleased. Oblivious to own surroundings (symbolic).
6	Zuma: Showerhead	Zuma has a showerhead attached to the crown of his head.	Ignorance (symbolic).

Analysis: Denotation and connotation of the image

In this cartoon, the President is characterised in two scenarios: (1) the President absent at a conference and (2) the President present at a conference, and the question posed to readers is which scenario would have the most consequences for the country's economic prospects.

The President is characterised with the infamous showerhead on the crown of his head. The symbolic representation of the sign is one of ignorance. In 2006, Jacob Zuma testified in court during a rape trial that he had taken a shower after having unprotected sex to protect himself from contracting HIV (Baldauf, 2011).

This cartoon depicts the President as being incompetent by not being able to effectively represent the country. It shows that there's no win-win situation for economy where the President is involved.

Cartoon 2



Source: Stan (2016)

Table 2: Cartoon 2 identification, meaning and types of the signs

No.	Identification of signs	The Denotation Meanings and types of the signs	The Connotation Meanings and types of the signs
1	Gupta's	Man sitting on the chair.	State capture (symbolic).
2	Money and piggy bank	Gupta's holding a wad of money. Zuma is holding the piggy bank.	Bribe and corruption: 'dirty money'.
3	Zuma: body language	Small stature, eyes far apart, sitting on 'Gupta's' lap like a puppet.	Lack of authority and control; incompetent (indexical).
4	Zuma:	Zuma has a showerhead.	Ignorance (symbolic).

	Showerhead	attached to the crown of his head (iconic).	
5	Gupta's/Zuma speech	Gupta is instructing Jacob Zuma to say "I'm nobody's puppet". Zuma follows instruction and responds by saying "I'm nobody's puppet, Mr. President!"	Incompetence and stupidity.
6	Man around the corner	A human being (iconic).	Julius Malema (symbolic).
7	Man around the corner: body language	Eavesdropping. Hands on the waist, eyebrows down	Angry

Analysis: Denotation and connotation of the image

In this cartoon, the President is represented as a puppet. This is evident due to his stature, mouth lines, the fact that he is sitting on the lap of the character characterised as 'Gupta's' and is told to repeat "I'm nobody's puppet" by this character. The President is characterised as less than smart as he repeats the "Mr President" part in his speech bubble. The President is holding a piggy bank filled with cash. The Gupta's character is well dressed and well groomed and seems to be using the cash as a reward or incentive system toward the character depicted as Jacob Zuma.

This cartoon depicts the President as a puppet of the Gupta's as well as being incompetent, this is made evident as it is depicted that the President is told what to do and what to say; as well as being controlled by a bigger (stature) and more powerful (wealthy) individual. The Gupta character is putting words in the President's mouth. It shows that the President is not in control of the country and has external influences that control his actions. This analysis is informed by current political events in the country.

Cartoon 3



Source: Sunday Times (2016)

Table 3: Cartoon 3 identification, meaning and types of the signs

No.	Identification of signs	The Denotation Meanings and types of the signs	The Connotation Meanings and types of the signs
1	Building	Building depicted as a toilet	Union Buildings (symbolic)
2	Toilet roll	Toilet roll of R100 notes	Carelessness of the use of money/ under values money Worthlessness of currency (symbolic).
3	Zuma: showerhead	Zuma has a showerhead attached to the crown of his head.	Ignorance and stupidity. (symbolic).
4	Zuma: sitting	Sitting on the 'toilet seat'.	Disrespect of democracy and

		Pants are around the Presidents ankles.	governance. Embarrassment (Indexical).
5	Zuma: grin	Facial expression (symbolic).	Entertained by little and less serious issues (indexical).
6	Newspaper	Comics, news and finance section (iconic).	Information. Current events (symbolic).
7	Newspapers tossed	News and Finance section of newspaper are discarded over the comics section	Incompetence
8	News feature	News: "Zuma's state enterprise grab"	State Capture. Corruption (symbolic)
9	News feature	News: "Zuma's son says Pravin violates constitution"	Irresponsible
10	News feature	Finance: "Junk status jitters"	Economic downfall.

Analysis: Denotation and connotation of the image

This cartoon depicts President Jacob Zuma sitting on a building which is illustrated as a toilet. The President is reading the comics section of the newspaper and has tossed the news and finance section of the newspaper. The headings on the 'News' graphic include

The President is represented as incompetent and not serious as a leader as he disrespects his position and his responsibility at the Union Buildings. The president is depicted as dismissive of serious current events in South Africa such as the rand plummeting; however, he is only interested with the entertainment section of the paper. This cartoon shows President's degree of disengagement of pertinent issues in the country and a total lack of respect for the country and all it stands for.

This cartoon depicts the President as disinterested and careless with presidential responsibilities.

Cartoon 4

September 25, 2016



Source: Stan (2016)

Table 4: Cartoon 4 Identification, meaning and types of the signs

No.	Identification of signs	The Denotation Meanings and types of the signs	The Connotation Meanings and types of the signs
1	Banner	“Zuma & Lootenants National Braai Day” (Iconic)	Thieves (indexical).
2	South African shaped ‘meat’ on braai	South Africa/ South Africans	Suffering (indexical).
3	Help	Exclamation for assistance	Cry of desperation (indexical).
4	South African	Representation of human	Petrified of evitable threat.

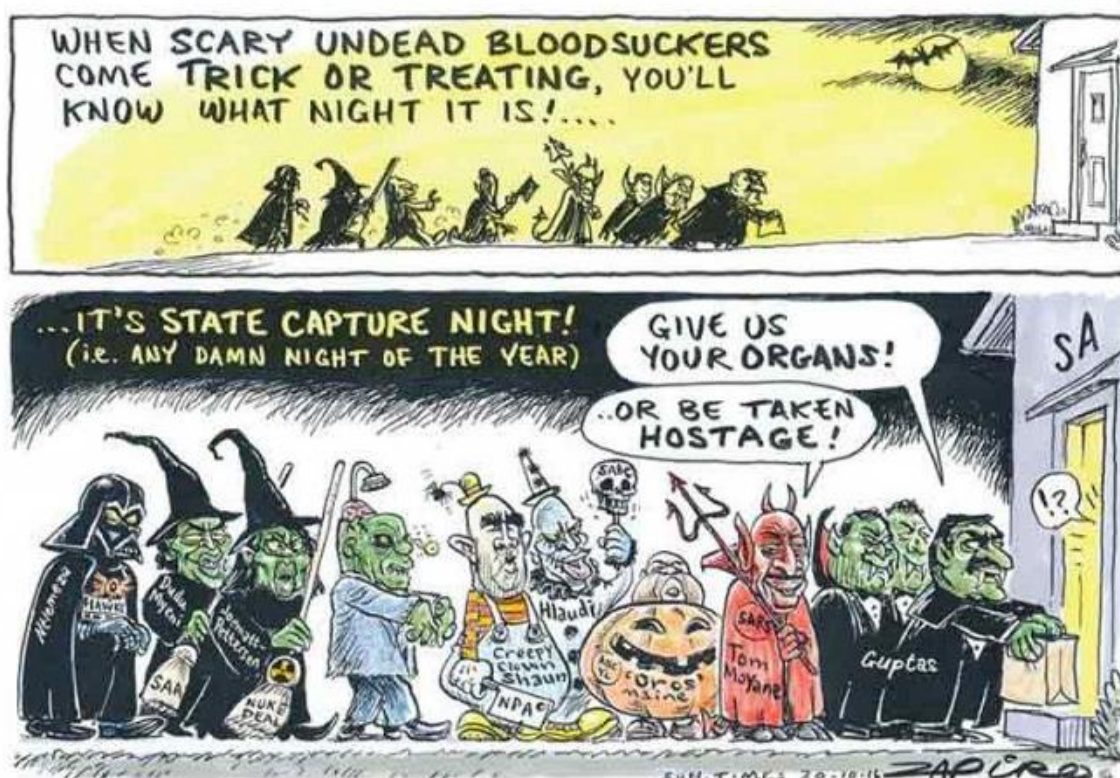
	shaped 'meat': eyes and mouth	body part (iconic)	
5	Crowd	High level members of the African National Congress.	All members of the ANC are involved (symbolic).
6	Crowd: smiles and eyes	Facial expression.	Sinister (indexical). Capitalism – rich get richer (symbolic).
7	Knife and fork	Utensils (iconic).	Weapons (symbolic).
8	Crowd running	Running towards braai stand.	Inescapable threat (symbolic).

Analysis: Connotation of the image

The cartoon depicts President Jacob Zuma and some of the members of the ANC running towards a braai stand holding a knife and fork. All the characters depicted have a sinister facial expression and appear to be preparing devour their meal. The South African shaped 'meat' product has a terrified facial expression, it realises that it is about to be devoured and is helpless and vulnerable.

The cartoon depicts the President and his affiliates running to feast off the country and what it has. Although the country is suffering, instead of receiving the proper aid it needs from the ruling party, the country is shouting for help from them. The President is represented as if he just wants his affiliates and himself to succeed and be satisfied.

Cartoon 5



Source: Stan (2016)

Table 5: Cartoon 5 Identification, meaning and types of the signs

No.	Identification of signs	The Denotation Meanings and types of the signs	The Connotation Meanings and types of the signs
1	Panel 1: Caption	"When scary undead bloodsuckers come trick or treating, you'll know what night it is!..."	Capitalist greed (symbolic).
2	Group of trick or treaters	Group of people	Villains/ bad people (iconic).
3	Bat	Animal (indexical).	Blood sucking (symbolic).
4	Panel 2: Caption	"...It's State capture night! (i.e. any damn night of the	State Capture

		year)	
5	Vampires	Guptas leading the group	State capture (symbolic).
6	Zombie	Zuma as a zombie character following the Guptas.	Follower; controlled
7	SA	South Africa (country) (indexical).	-
8	Paper bag	To collect goods (Indexical)	Captured (symbolic)
9	Speech bubble 1	Guptas: "Give us your organs!"	Capitalist greed; taking from the poorer (symbolic)
10	Speech bubble 2	Tom Mayane: "...or be taken hostage!"	Threat to safety or security (indexical)
11	Speech bubble 3	"!?"	Compromised position (symbolic)

Analysis: Denotation and connotation of image

In this cartoon, the President and his affiliates are depicted as trick or treaters at the door step of 'SA' (South Africa) lead by the Guptas. The Gupta's are characterised as vampire with the black cloak and pointy front teeth; the rest of the followers are characterised as 'story' villains such as Tom Moyane of SARS as the devil, 'Oros' Collen Maine of the ANC, Hlaudi of the SABC, Shaun Abrahams of the NPA as a creepy clown, Jacob Zuma as a zombie, Dudu Myeni a wicked witch, as well as Darth Vader representative of the Hawks.

The President is depicted as a zombie and as one of the Gupta's followers. The President and his affiliates are represented as monsters of the night as depicted in scary, horror children's tales. This representation could imply that the President is not empathetic but rather does and takes anything from the South African population. The 'Undead Bloodsuckers' take what they want and demand so much from South Africa, thus depicted as selfish and corrupt.

4.1 Findings

Although the Barthes Model assisted the researcher to organise signs and deconstruct them into connotative and denotative meanings, the researcher found that the analysis of the satirical cartoons depicted President Jacob Zuma as an incompetent leader who lacks authoritative direction. Based on these general findings, the toxic leader behavioural characteristics of the typology were explored to deliver a comprehensive analysis.

The figure below shows the research findings. Interpretations will be discussed thereafter.

Figure 4: Tally Table of Findings

	Cartoons							
Dimensions	1	2	3	4	5		Total	%
Attack on followers' self esteem	X	X	O	X	X		1	20
Lack of integrity	X	O	X	X	X		1	20
Abusiveness	X	X	X	X	X		0	0
Social exclusion	X	X	X	X	X		0	0
Divisiveness	X	X	X	X	X		0	0
Promoting inequality	X	X	X	X	X		0	0
Threat to followers' security	X	X	X	O	X		1	20
Laissez-faire	X	X	O	X	X		1	20
Total	0	1	2	0	0			
%	0	12.5	25	12.5	0			

Key:

X	Absence of characteristics
O	Presence of characteristics

The above tally sheet displays the distribution of each dimension of the satirical cartoons under considerations.

The overarching themes presented throughout the semiotic analysis were those of:

1. Incompetent
2. Satisfying self-interest (selfish)
3. Corrupt
4. Lack of authoritative power

The tally sheet demonstrates that Cartoon 1 featured none (0%) of the dimensions; Cartoon 2 displayed one dimension from Pelletier's typology (2010), thus quantifying this measure as 12.5%. The dimension identified was lack of integrity. The table also shows that Cartoon 3 had the most toxic leader behaviour dimensions (25%) among the sample. The dimensions identified were 'attack on followers' self-esteem and threat to followers' security. Cartoon 4 and 5 do not feature any of the dimensions (0%).

The researcher analysed five satirical cartoons based on the behavioural characteristics of Pelletier's (2010) typology of toxic leader behaviour and rhetoric. Each dimension is underpinned by a subset of behavioural characteristics that inform each dimension.

From the five analysed cartoons, Cartoon 3 is the only cartoon (20%) that depicts President Jacob Zuma as a leader that attacks followers' self-esteem. Thus cartoons 1, 2, 4 and 5 showed no presence of the behavioural characteristics that inform the attack on followers' self-esteem dimension. These characteristics include devaluing and/or marginalising followers or their work efforts, mocking or ridiculing the individual, or minimising followers' contributions (Pelletier, 2010). Due to the absence of these characteristics from the cartoon frames, it can be noted that President Jacob Zuma is not represented as leader that attacks followers' self-esteem in the Sunday Times newspaper.

The attack on followers self-esteem dimension appears in Cartoon 3 where the President is depicted as disinterested in the country's pertinent issues and is represented as defiling the presidency and consequently everything that the country stands for – thus demeaning his position and the South African population as his followers. This line of reasoning is

derived from the connotation meanings and interpretation as discussed in the semiotic analysis (Abdul-Jabbar, 2014).

The cartoonist has represented Jacob Zuma in a graphic, vulgar position, with his 'pants around his ankles' which signifies vulnerability and exposure. Lamb (2004) insists that political cartoons are critical text designed to specifically ridicule or satirise political leaders and their policies. The point of vulnerability and exposure could relate to the Presidents suspect activities coming out publically.

The second dimension refers to the leader's lack of integrity and use of deceptive tactics. Behaviours associated with this characteristic include taking credit for followers work, being unwilling to admit mistakes and blaming mistakes on the followers, and using deception to further the leader's agenda. The unethical characteristic associated with this dimension involves bending or breaking rules, or demanding followers bend the rules to meet objectives (Pelletier, 2010). 20% of the cartoons depict the President as lacking integrity.

Based on the analysis of the quantitative data, Cartoon 2 notes the behavioural characteristic of being deceptive. The cartoon portrays the President as a puppet under the control of the Gupta character. The depiction of puppetry in the cartoon brings forth the notion of illusory and misdirect, which carries and substantiates the narrative of the cartoon frame (Bell, 2001). President Jacob Zuma is represented as being coached to mislead his followers by obeying the Gupta character's command in exchange for money.

It can be noted that Cartoon 2 represents the President as lacking integrity while Cartoons 1, 3, 4 and 5 showed no presence of the behavioural characteristics that underpin the lack of integrity dimension. Therefore, the satirical cartoons in the Sunday Times do not represent Jacob Zuma as a leader that lacks integrity.

The third dimension describes behavioural characteristics that are associated with abusive leadership which include yelling at subordinates, throwing tantrums, and using physical force to make a point or "obtain compliance" (Pelletier, 2010:379). None of the cartoons (0%) depicted the President as abusive or having the behavioural characteristics that underpin the dimension. Moreover, none of the dimensions of social exclusion, divisiveness and promoting inequality are present in the cartoon sample.

The social exclusion dimension refers to the leader excluding individuals from activities or meetings that are relevant to the organisation (Pelletier, 2010). This dimension has one

behavioural characteristic attached to it; however, none of the cartoons in the sample depicted the President as excluding followers or having the behavioural characteristics that underpin the dimension.

According to (Pelletier, 2010), a leader's ideology of divisiveness is when followers are pitted against one another or ostracise individuals for the purpose of inciting others. This dimension is not quantified on the tally sheet as none of the cartoons in the sample have depicted the President as being divisive to followers or having the behavioural characteristics that underpin the dimension.

The sixth dimension describes promoting inequity. Leader's exhibit favouritism or base promotion selections on subjective standards, "promote undeserving members of their entourage/affiliates", and encourage inequity and discrimination (Pelletier, 2010:381). None of the cartoons analysed represented the President as promoting inequality or having the behavioural characteristics that underpin the dimension.

Based on the quantified data analysis, Cartoon 4 takes note of 'threat to followers' security' dimension. The dimension describes the leader's tactics of ultimately threatening followers' needs or psychological and/or physical well-being. The behavioural characteristics that underpin the dimension include coercion, inflicting hardships and displaying physical acts of aggression (Pelletier, 2010). The behavioural characteristics such as acts of physical aggression and forcing people to endure hardships are identified in the cartoon.

In Cartoon 4 the President and his affiliates are depicted as running towards a braai stand with a representation of the South African country or people left to burn. The group has sinister facial expressions and are holding a knife and fork in their hands ready to devour their feast. Connotation meanings, as identified from the semiotic analysis, informed the interpretation of the cartoon. This cartoon is representative of the way in which South Africans fear for the aggressive actions set by the governing party, for example: policy changes, paying for e-tolls and high electricity charges; citizens are always left to suffer at the hands of governing party. Thus, the country is unsafe from its governing party.

Cartoons 1, 2, 3 and 5 did not encompass the behavioural characteristics (0%) that inform the 'threat to followers' security' dimension. It can thus be determined that majority of satirical cartoons do not represent Jacob Zuma as a leader who threatens their followers' security.

The last dimension involved a laissez-faire style of leadership where the leader is characterised by their "excessive rigidity, complacency, or incompetence, ignored

feedback, stifled dissent, disengagement, or failed to bend when flexibility was warranted". This leadership style is considered as toxic as it can demotivate work groups or discourage followers from voicing out their concerns or ideas (Pelletier, 2010:381).

Cartoon 3 (12.5%) depicts the President's laissez-faire leadership style as the behavioural characteristics of ignoring comments, disengaging and not appropriately acting on important issues facing the country are evident in the visual representation. President Jacob Zuma is represented as an incompetent leader. The President is depicted as discarding relevant and important news information that applies directly to the country.

Based on the analysis, 50% (four out of eight) of the dimensions are not featured in the sample of satirical cartoons; these particular dimensions include: abusiveness, social exclusion, divisiveness and promoting inequality. In other words, the dimensions and their associated behavioural characteristics are not represented in the sampled text.

However, the remaining 50% of the dimensions, namely: attack on followers' self-esteem, lack of integrity, threat to followers' security and laissez-faire, feature minimally in the satirical cartoons. Based on the low representation of toxic leader behavioural characteristics as applied from Pelletier's (2010) typology of toxic leader behaviour and rhetoric, it can be determined that President Jacob Zuma is not represented as a toxic leader in the Sunday Times satirical cartoons.

As per the objectives of the research paper, an account of how Jacob Zuma's brand image may be influenced as a consequence of the way he is represented in visual text will be discussed in relation to the theories and findings. Brand image according to Keller (1993) refers to brand perceptions as reflected by the brand associations held in the consumers mind. Roy and Banerjee (2007) expand on this by defining brand image as the thoughts and feeling towards the brand (Severi & Ling, 2013:127). Jacob Zuma as a personal brand has several brand associations attached to his brand; some that have been generated through media discourse and framing (Sani, Abdullah, Ali & Abdullah, 2012).

Baumgarther (2008) suggests that political cartoons are dependent on pre-existing negative images and associations that the public already holds about the subject. Thus the use of representation and language signs when communicating to the audience through visual text are based on semiology - shared cultural and societal meanings (Valsiner, 2009). Therefore, although President Jacob Zuma is not represented as a toxic leader in the Sunday Times satirical cartoons, it should be noted that, based on the semiotic themes

identified, his brand is depicted as incompetent, ignorant, satisfies self-interests (selfish) and a follower to the Gupta's in the sample of cartoons.

The signs and themes identified can be considered as brand associations that are attached to the Presidents brand. Brand associations are the informational indicators linked to the brand in the memory of the consumer which contain meaning and attitudes towards the brand (del Rio, Vazquez, Iglesias, 2001). As discussed in the literature review, the media has the potential to influence perceptions through representation and semiotic language, this aids the reader to structure codes and generate meaning to messages (Cilliers, 2008:159). Thus, the associations or representations that are depicted towards the Presidents image may impact the likability of his brand image to one that is negative (del Rio, Vazquez, Iglesias, 2001). These themes informed the researcher as to how Jacob Zuma's brand image may be influenced through his depiction in satirical cartoons.

4.2 Validity and reliability / trustworthiness

To conduct a successful research study that has academic merit, the researcher needs to make a strong case for the validity and reliability of their data (Potter & Levine-Donnerstein, 2009). The researcher outlines the implications that validity and reliability have for quantitative research as well as the trustworthiness of the qualitative research.

Reliability refers to the extent in which a "measuring instrument is repeated and consistent" (Maree, 2016:238). Roberts and Priest (2006) asserts that reliability refers to the level in which a particular test, procedure or tool will produce similar results in different situations – on the basis that nothing else has changed. Validity, according to Koonin (2014:256), seeks to determine "whether the research measured what it was supposed to measure". Krippendorff (2004:313) notes that a measuring instrument is considered as valid if it "measures what its user claims it measures". Validity and reliability are therefore criteria used to appraise the quality of research in the "conventional positivist research paradigm" (Wildemuth, 2017:6).

For the purposes of the study, the researcher attempted to enhance the validity of the study by ensuring that the research methodology was designed in a way that the research questions could be answered. The researcher applied semantic validity which describes the extent to which analytical categories of texts match up to the meanings that are understood to readers. Therefore the satirical cartoons will respond to the dimensions according to the identified representations which imply denotations, connotations,

associations, metaphors, and symbolic qualities. Krippendorff (2014:324) mentions that researchers can easily take an objectivist position and consider meanings as universal and as “defined in general dictionaries”.

For quantitative research, reliability and validity measures demonstrate the “rigour” of research processes and the trustworthiness of the findings. According to Roberts and Priest (2006), this trustworthiness is dependent on various research features such as the primary research question, the data collecting and analysis process, and what conclusions are drawn (Roberts & Priest, 2006:41).

The qualitative aspect of the research paper aimed to promote understanding – not to generalise – therefore ‘reliability’ and ‘validity’ are not appropriate terms to refer to the strength of the study. However, the term trustworthiness is preferred and is used to measure the reliability and validity of qualitative studies. Trustworthiness is made up of four dimensions, namely: credibility, transferability, dependability and confirmability (Koonin, 2014).

Credibility can be described as the accuracy with which the researcher has interpreted the data. Credibility is increased when the findings are plausible from the participant’s standpoint (Koonin, 2014). Zhang and Wildemuth (2017:6) add that credibility refers to the adequate representations of the “constructions of the social world under study” and suggest ways in which credibility can be improved, namely by: engaging in the field for a prolonged time, persistent observation, triangulation, referencing interpretations against raw data, peer debriefing and checking members. The researcher designed a coding timetable to ensure that the data is gone through on a consistent basis and that the researcher spends time going through the text and making sufficient links.

Transferability refers to the ability of the findings to be applied to similar situations and deliver similar results. It refers to the extent to which the “researcher’s working hypothesis can be applied” to another context. Therefore, it is the researcher’s responsibility to provide rich descriptions throughout the study so other researchers will be able to make judgements about the findings’ quality of transferability (Koonin, 2009; Zhang & Wildemuth, 2009:6). The researcher used a process book that consisted of identified signs with the levels of meaning associated with the connotative meanings of the signs in order to provide a detailed documentation of the data. These codes were then transferred in a table form - Barthes Modal of Levels of Meaning (2014) - to display the researcher’s process of identifying language signs in visual text. This documentation will make it easier for other researchers to replicate and judge the transferability.

Dependability describes the quality of the entire research process of integration, particularly between the data collection and analysis methods as well as the theory gathered from the data (Koonin, 2014). Dependability thus looks at the coherence of the internal processes of the study and the way the researcher accounts for varying conditions in the phenomena (Zhang & Wildemuth, 2009).

Confirmability refers to how well the data collected supports findings and interpretations – it measures the extent to which the data can be confirmed by others who read or reviews the results. Therefore, it indicates the effective flow from the data collected to the findings. The researcher describes the research process fully in the paper to ensure that others who look at the data can generate similar conclusions (Koonin, 2009; Zhang & Wildemuth, 2009).

These trustworthiness measures need to persuade the reader that the findings are credible and will make a worthy contribution to the body of knowledge.

5 CHAPTER 5: CONCLUSION

The focus of this research paper was to explore how Jacob Zuma is represented as a toxic leader in political cartoons by using the Sunday Times as a case study. The primary aim of the study was to explore cartoon narratives on a semiotic level to observe how, through representation, language signs could characterise the President's leadership as 'toxic' in nature - thus gain a profound understanding of the relationship between satirical representations and the concept of toxic leadership in political cartoons.

Chapter Two outlined discussions that introduced the role of political cartoons as a function of setting social agenda with the aim to shape public opinion by highlighting verbal and non-verbal representations to emphasise social issues and challenge authority. This chapter also explained the direction of this study relative to existing bodies of work (Embong, Hassan & Ibrahim, 2016). Chapter Three detailed the research methodology which outlined the strategy in which the research questions were going to be answered.

The findings presented in Chapter Four answered the research questions and objectives. The results do not agree with the initial assumptions of how the media represents Jacob Zuma's and his governance as discussed in the background and orientation and well as the research problem of the study.

5.1 Concluding answers to the research questions

The primary research question states: How is Jacob Zuma represented as a toxic leader in newspaper cartoons?

None of the cartoons used in the study contained a majority or all of the dimensions at once and the behavioural characteristics that underpin the dimensions. Based on the research study, it can be concluded that across all satirical cartoons which were considered in this sample, the President of South Africa, Jacob Zuma, is not represented as a toxic leader in the Sunday Times newspaper but a few behavioural characteristics that are toxic in nature were used to represent his character in certain narrative sequences.

Nevertheless, the researcher identified overarching themes presented in Barthes Modal. The themes presented were those of: incompetence, selfishness (satisfies self-interests), corruption and lack of authoritative power. This is a relevant point for the study as it demonstrates how the President is represented in visual text outside the framework. This point also confirms what Kondowe, Ngwira, and Madula (2014) noted about the producers

of satirical cartoons. The authors insist that political cartoonists purposefully distort and exaggerate significant features of public figures in order to ridicule them. Cartoonists do this by artistically relating verbal and non-verbal representations to highlight social issues and question authority.

Sub-question 1: Which toxic leader characteristics are evident in the representation of Jacob Zuma?

A few behavioural characteristics were identified in the sample. These characteristics include those of being demeaning (represented in Cartoon 3), being deceptive (represented in Cartoon 2), causing hardships and displaying physical acts of aggression (depicted in Cartoon 4) and ignored feedback (represented in Cartoon 3) (Pelletier, 2010). Although the sampled cartoons displayed a nominal amount of behavioural characteristics, which consequently implies that only a few dimensions were represented in the sample; the researcher was able to answer which toxic leader characteristics are evident in the representation of Jacob Zuma.

Sub-question 2: In what way may Jacob Zuma's brand image be influenced by his depiction in satirical cartoons?

Semiotic signs, in a branding perspective, can be considered as brand associations that exist in the consumers mind. Consequently, negative associations attached to a brand may result in negative brand attitudes and consumers acting less favourably towards the brand (Praxmarer & Gierl, 2009); the same effect applies to personal brands.

Political cartoons are dependent on pre-existing negative associations and images that are already held by the public towards the subject. Thus the use of representation and language signs when communicating to the audience through visual text is based on what is socially known or agreed upon – shared meaning (Baumgarther, 2008; Valsiner, 2009). Although President Jacob Zuma is not represented as a toxic leader, based on the semiotic themes identified in the analysis, his brand is depicted as incompetent, ignorant, selfish and a follower. Consequently, President Jacob Zuma's brand image is linked to the associations of being incompetent, ignorant, satisfying self-interests (selfish) and being a follower – these characteristics are those of harmful leadership (Pelletier, 2010).

5.1 Implications of findings for future practices

Although the findings of the study disproved the general assumption that President Jacob Zuma is represented as a toxic leader in the Sunday Times satirical cartoons, this study

has contributed to academic knowledge by discussing the relationship between toxic leadership and semiology in visual text by using the Sunday Times newspaper as a case study. The paper has explored concepts of representation, toxic leadership and brand image as well as the semiotic undertone present in satirical cartoons in the way the subject of the cartoon is depicted.

However, the researcher believes that the typology of toxic leader behaviour and rhetoric (Pelletier, 2010) may have limited the researcher's analysis of the data collected. The rigidity of the framework conflicted with the flexibility of the semiotic modal and analysis. A different framework can be considered when conducting the study again. This will initially impact the validity, reliability and trustworthiness of the study due to the change of the fundamental framework.

Moreover, the researcher could have focused on one dimension that would be analysed across the sample group and provided an extensive analysis based on one that dimension and the behavioural characteristics that accompany it. In the future, this would require the researcher to adjust the direction of the study and narrow it.

5.2 Conclusions

Although the data analysis uncovered that President Jacob Zuma is not represented as a toxic leader in the Sunday Times satirical cartoons, the data revealed other representations of the President such as incompetence, ignorance, being selfish and a follower; which are subsequently linked to harmful leadership (Pelletier, 2010).

These representations were drawn from conducting a semiotic analysis which provided context and substance to the content analysis and supported the discussion of the findings and interpretations when considered. The semiotic themes identified across the sampled data can be considered as a group of associations that are attached to the Jacob Zuma brand. These associations or signs presented in the political cartoons have the potential to direct the reader's attention and provide the foundation of understanding and shaping opinions – this is the basis of the framing theory (Chong & Druckman, 2007).

The limitations of the study included the fact that the research study was cross-sectional; therefore, the researcher was bound by time constraints from data collection to data analysis and reporting. The assignment requirements for the study include a word count that limits the amount of words that the researcher can use in order to meet the

assignment requirements. This hindered the extent in which explanations were given. The researcher had no budget so research decisions such as sampling and population were based on the accessibility and convenience of the research population.

The researcher acknowledges that the size of the sample is not representative of the Sunday Times full body of work – the sample size is small, therefore, the conclusions and insights gained from the data can not be generalised.

According to Pascoe (2014:137), the results of a non-probability sample, compared to those of a probability sample are not considered reliable. This is due to the fact that there is greater opportunity for researcher bias to influence the results. The researcher however considered reliability, validity and trustworthiness measures in attempts limit the possibility of bias and increase the transparency.

The purpose of the study aimed to conduct a content analysis that would describe ‘relevant’ aspects of how a group of visual texts (satirical cartoons) represent a prominent figure – the president of South Africa. However, the “explicit definition and quantification that content analysis involves” (Bell, 2001:25) has no guarantee that the researcher can make valid interpretations from the data gathered with this empirical method. According to Bell (2001:25), this occurs because content analysis either implicitly or explicitly deconstructs the field of representation “that it analyses into theoretically defined variables”.

For future research, it is important to note that the interpretation of visual information due to its open “communication codes” is subjective and places more demands on the researcher as an observer. According to Abdul-Jabbar (2014:48), these interpretations demand an understanding of how “perceptual and cognitive” processes interact.

5.3 Ethical considerations

According to Neuendorf (2017:130), ethics are an important part of the research process; however, encountering “ethical critiques” in content analysis is unusual. The researcher conducted a content analysis that involved no participants throughout the study. The researcher conducted an unobtrusive analysis of publically available information; thus no individuals were involved to be ethically harmed, or be provoked to deception, invasion of privacy and lack of informational consent. Signorielli (2009) insists that researchers need to adhere to the ethics of “honest data analysis and reporting”. The researcher has

ensured trustworthiness of the analysis of information by remaining objective and reporting findings ethically.

The Sunday Times was used as the case study newspaper to conduct the study. Therefore the study was conducted based off a reputable paper that has its own ethical criteria and procedure of what can and can not be published. This supports the researcher's mission to undertake an ethically sound study. However, according to Ashfaq and Shami (2016) ethical boundaries for political cartoons may differ from those of other journalism. The researcher acknowledges that the research topic is controversial and has ensured that all research processes are undertaken ethically and sensibly.

Sunday Times is a South African weekly newspaper that features Johnathan 'Zapiro' Shapiro's satirical cartoons; therefore the researcher has used Zapiro's cartoons for the content analysis. By virtue of Zapiro's work, the nature of the content the cartoonist produces can be considered as ethically questionable. Political cartoonists typically produce content that may be of a sensitive or offence nature, however, according to Lockyer and Pickering (2008) the effectiveness of offensive comic discourse relies on the fact that cartoons are not to be taken seriously. Cartoonists produce visuals that are meant to be consumed subjectively so the audience can come up with their own opinions towards and interpretations about current events and socio-political matters. The researcher however did not consider the cartoonist's motives behind the depiction of Jacob Zuma, but has objectively observed the context in which the President was illustrated in.

Based on the subjective influence of political cartoons, the researcher had to be mindful of the degree of subjectivity when it came to data collection and analysis. Furthermore, due to the constant media communications that the researcher is bombarded with on a daily basis concerning the President of South Africa and the state of the country, the researcher may be biased and compromised in terms of being able to offer an objective analysis and interpretation.

The researcher gathered the data strictly based on the behavioural characteristics as described in Pelletier's (2010) toxic leader typology and rhetoric. This theoretical framework was used to guide the researcher to determine the appropriateness of the data as objectively as possible due to its rigid nature.

In terms of data analysis, the researcher has accessed the visual cues and signs according to known facts about the context on the cartoon and omitted subjective

assumptions; these signs were organised in a table as per the framework of Barthes Modal of levels of meaning (2014). The researcher then justified the denotative and connotative meanings of each cartoon which offered a space for interpretation. The researcher went about 'fact checking' the findings and interpretations to ensure objectivity and transparency, for example, the symbolism of Jacob Zuma's shower head is a sign that carry's connotative meaning of ignorance. In 2006, Jacob Zuma stated in a court that he immediately took a shower after having sexual relations with a woman with HIV Positive (Baldauf, 2011).

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7 APPENDICES

A: Image 1 Rape of South Africa

Rape of South Africa



Source: IOL (2017)

B: Figure 3 Typology of toxic leader behaviour and rhetoric

Figure 3 Typology of toxic leader behaviour and rhetoric

Dimension	Behavioral characteristics	Organizational examples
Attack on followers' self-esteem	Demeaning/marginalizing, or degrading Ridiculing Mocking	• Asking employee, 'Is this the best you can do?' • Telling employee the assignment is way over his or her head • Telling employees their job is to work, not think
Lack of integrity	Being deceptive Blaming others for leader's mistakes Bending the rules to meet goals	• Taking credit for someone else's work • Going against his or her word
Abusiveness	Displaying anger Emotional volatility Coercing	• Asking employees to bend rules • Yelling • Throwing tantrums • Slamming fist
Social exclusion	Excluding individuals from social functions	• Intentionally bypassing an employee in a roundtable • Failing to invite all work group members to an organizational outing
Divisiveness	Ostracizing employee Inciting employee to chastise another	• Telling an employee that he or she is not a team player • Pitting one employee or workgroup against another
Promoting inequity	Exhibiting favoritism Being selective in promotions Favoring members of entourage	• Distributing resources to the in-group disproportionately • Socializing with only a select few • Promoting based on cronyism
Threat to followers' security	Using physical acts of aggression Threatening employees' job security Forcing people to endure hardships	• Shoving or making threatening gestures • Joking about firing an employee • Forcing employees to work extremely long hours
Laissez-faire	Ignoring comments/ideas Disengagement Stifling dissent Being rigid	• Failing to respond when employees voice concerns that run counter to leader's objectives • Criticizing employees when they speak out • Insisting on doing things the old way

Source: Pelletier (2010)

C: Tally table

Figure 4 Tally table

	Cartoons							
Dimensions	1	2	3	4	5		Total	%
Attack on followers' self esteem								
Lack of integrity								
Abusiveness								
Social exclusion								
Divisiveness								
Promoting inequality								
Threat to followers' security								
Laissez-faire								
Total								
%								

Adapted: Pelletier (2010)