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FACULTY OF SOCIAL SCIENCES AND HUMANITIES

Media Framing of Political Party Factions And Its Impact on National Unity Of Zimbabwe: The Case of Geza (February 2025 – February 2026)

By

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Abstract

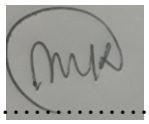
This study focused on media framing of political party factions and its influence on national unity in Zimbabwe. The study sought to examine the presentation of political party factions by media outlets and digital influencers, focusing on Blessed Geza's online content between February 2025 and February 2026. Framing theory guided the study and providing the basis for understanding the influence of media messages on public perception and social cohesion. The research methodology chapter outlined the research design, population, sampling procedures, data collection and analysis techniques employed in the study. A qualitative case study design under an interpretivist approach was used. Data was collected from 10 social media videos, 14 online news articles, and 120 audience comments selected from YouTube and Twitter (X) using purposive sampling. The findings revealed that media framing in Zimbabwe is highly polarized. Social media content emphasized corruption, poor governance, and political mobilization using emotional and accusatory language, while state media focused on stability, legitimacy, and law and order. Independent media presented more critical perspectives. These differences in framing contributed to divided public perceptions, reduced trust in leadership, and increased political tension. The findings were presented through thematic analysis and supported by relevant literature. The study recommends balanced and responsible media reporting, improved media literacy among citizens, and ethical communication by digital influencers to promote national unity. This study concludes that polarized media framing of political factions by Zimbabwean outlets and digital influencers deepens public division and political tension, demonstrating that responsible reporting, digital ethics, and media literacy are vital for fostering national unity.

Declaration Form

I, JOICE MUNEMO, B220882B hereby declare that this dissertation submitted in partial fulfillment of the requirements for the Bachelor of Science Honours Degree in Peace and Governance is my own original work. All sources used to support and explain the study have been properly acknowledged. This work has not been submitted to any other university for any degree. It is the result of my own effort carried out under the guidance of my supervisor.

STUDENT SIGNATURE……… DATE: 20 July 2026

SUPERVISOR SIGNATURE……… DATE: 22 July 2026

CHAIRPERSON SIGNATURE……… DATE…27/08/2026

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Dedication

I dedicate this dissertation to my beloved parents, whose love, sacrifices and constant support have shaped my journey and inspired me to keep pushing forward. Your encouragement has been my strength throughout this work.

I also dedicated this work to my friend Washington, for the support, motivation and friendship shown during this academic journey. Your presence and encouragement made the process lighter and more meaningful. Finally, I dedicate this dissertation to Almighty God for granting me wisdom, strength and perseverance to complete this study successfully.

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List of Abbreviations and Acronyms

ZANU-PF	Zimbabwe African National Union- Patriotic Front
MDC	Movement for Democratic Change
CCC	Citizens Coalition for Change
ANC	African National Congress
MSNBC	Microsoft National Broadcasting Company
ZBC	Zimbabwe Broadcasting Corporation

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the study

Media framing has become a powerful tool worldwide in shaping narratives and fueling political divisions. “To frame is to select some aspects of perceived reality and make them more salient in a communication text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation and /or treatment recommendation” (Entman, 1993, p.52). In a global context, the media shapes narratives and frame political landscape. This is particularly important when addressing the internal party divisions or factions. In nations such as the United States, studies indicate that media coverage has impacts on party divisions, influence people’s trust in political structures and affect national unity (Strömbäck et al., 2020). In Turkey, the media often presents the political factions in a pro- government way, supporting and favors the ruling party’s views while downplaying the opinions of the opposition (Arslan, 2024). This case shows that framing is a communication strategy used by state-controlled media to keep power and shape public opinion during political crisis.

In many developing countries in Africa, media is affected by politics and economic factors which lead to selective framing of political activities. In countries like Ghana and Nigeria, the biased reporting is caused by many media outlets which support the political interests of their owners which weaken opposition views and present current leaders in a positive way (Adams et al., 2024). Social media and independent online voices are making the situation more difficult. Public debate is now being driven by influencers who don’t feel they have to answer anyone for

the information they put out (Amponsah & Okyere, 2024). Therefore, this leads to greater political divisions.

Countries like Zambia and South Africa have similar political dynamic patterns in Southern Africa. Political leaders use the media to handle party conflicts and shape public opinion (Mugari, 2011). In many cases media often supports some political groups while ignoring others. These practices are not only giving a false view of politics but also harm national unity by creating distrust and divisions between different groups in society. (Armstrong, 2013). This shows that challenges across the region caused by media framing and political communication.

In Zimbabwe, leaders have used the media to stay in power for years and ZANU-PF has been supported by state media. They often promote government views while giving little attention to voices of opposition groups. Through supportive messages and nationalistic language, state media helps strengthen the ruling party's image and promotes a sense of national unity based on its history of the liberation struggle (Chari, 2016; Chuma et al., 2020).

On the other hand, private media, even though it has fewer resources, is often seen as supporting opposition groups. This can make the media environment more divided and biased (Chari, 2016). This division has led to what scholars' call 'factional journalism' a type of reporting that reflects disagreements within political parties, especially ZANU-PF, and highlights the struggles of party leaders for power (Chuma et al., 2020; LeBas & Munemo, 2018). These patterns were especially clear during the change from Mugabe era to the Mnangagwa administration. During this time, media outlets gave a lot of coverage but presented very different views on leadership succession and party unity (Chuma et al., 2020; Mungwari, 2018). Therefore, people can be affected by these media reports on how they see political leaders.

In Zimbabwe, the fast rise of social media platforms changed its political environment. Social media has created new digital political influencers, who work outside traditional journalism but have a strong influence on shaping political stories (Chitanana & Mutsvairo, 2019; Mungwari & Ndhlebe, 2019). This trend is demonstrated by the late Blessed Geza, widely known as "The Bombshell". They use social media platforms like Facebook and TikTok to discuss party issues and criticize political leaders (Mungwari & Ndhlebe, 2019). Many of these online actors use jokes, overstatements and emotional language, which draws more attention of the people and makes them powerful, but also create divisions (Sithole, 2022).

Social media platforms were used especially in election periods. According to Chibuwe (2020), Ncube (2019) and Tshuma et al. (2022), supporters of ZANU- PF namely Varakashi and opposition activists use platforms like Facebook and TikTok to share political messages which sometimes lead to online abuse and misinformation. Chitanana & Mutsvairo (2019) argues that the activism, journalism and propaganda were blurred with this interaction which led to the creation of online spaces where political influencers can shape debates as events developed. Through viral posts, memes and commentary, these influencers portray certain figures as heroes versus villains, hence fuel political rivalries and divisions.

The media has changed because of social media. The digital commentators like the late Geza, when they discuss divisions in political parties and leadership struggle, it can affect how people trust leaders, how they sense their national identity and country's unity (Sithole, 2022). According to LeBas and Munemo (2018), the broader trend of media in Zimbabwe is that the traditional state - controlled narratives are now compete with emerging of online voices, each promoting different ideas about patriotism, reform and political legitimacy. In the end, the constant focus on party conflicts and political rivalries especially by popular online figures like Blessed Geza, can weaken the country's sense of togetherness and national unity.

1.2 Purpose of the study

To understand how media outlets and digital influencers like Blessed Geza present political party factions and how this affects national unity in Zimbabwe.

1.3 Statement of the problem

In the present day, political sphere of Zimbabwe has become more affected by social media commentators, led by prominent voices such as Blessed Geza, known as 'The Bombshell'. He plays a major role in shaping how people view political issues and party interactions. Traditional news channels have been criticized for their biased reporting which has pushed many citizens to rely more on online platforms for political information. The emergence of politically engaged digital commentators has created new, largely uncontrolled ways to present political issues, which affect the national unity. Blessed Geza's exposure of factional conflicts in ZANU-PF has led many people to view the opposition party as barriers to progress and challenges to political stability. This is an open and easily accessible way of sharing political information. With the increase in power digital figures, there is a gap in research, and little understand how such media framing of political party factions affects national unity and deepens political divisions.

1.4 Objectives of the study

I. To analyze how media outlets including digital influencers like Geza, portray political party factions in Zimbabwe.

II. To evaluate how such media framing affects the way people think about political party factions.

III. To examine how such factional framing affects national unity and social harmony in Zimbabwe

1.5 Research Questions

I. How do media outlets and digital influencers like Geza frame political party factions in Zimbabwe?
II. How does media framing influence public understanding of political party factions?
III. How does these media framing of political party factions affects national unity in Zimbabwe?

1.6 Assumptions of the study

The assumption of this research is grounded by media outlets and digital figures. The well-known online commentators like Blessed Geza do not simply reflect political events but also shape how people understand politics by being presented in specific ways. It is assumed that the narratives created by such figures affect how citizens support different political factions. This also influences how they view national cohesion and trust in public institutions. The study assumed that the narratives favor one-sided parties, but they are guided by political loyalty, personal goals, or opinions.

Another assumption is that the viewers accessing content from Blessed Geza has different levels of media understanding, so they interpret political messages in very different ways. Some people are expected to accept these messages as true without doubt. This can worsen divisions and make it harder for people to think well about political issues. This assumption is the basis of the study that looks at how media framing affects different groups of people. It also examines how this can impact social cohesion and national solidarity.

1.7 Significance of the study

This study is crucial because helps to show how media outlets including digital influencers shapes public perceptions on political information in Zimbabwe. Nevertheless, it also shows that traditional and media ways are changing how people think and exchange ideas. By focusing on well -known people like Blessed Geza, the research shows more awareness on role of digital content creators. They build and pass on political stories that support different and separate groups. This helps researchers to understand how the internet has become a place where people fight to gain political power and public trust.

In addition, the results of the study are useful for people who manage the media, political parties and community groups. They can use findings to help keep the national unity, protect truthful information and strengthen democracy. To have awareness on the impact of social media political narratives in Zimbabwe is very important. It can help inform media regulation changes, create programs to teach people about media and help them understand news better. Also, advise politicians on how to use online platforms carefully. This study helps both researchers and policymakers. It gives ideas to protect national unity in a country where the media often creates divisions with political parties.

1.8 Limitations of the study

The research was limited because interpreting media framing was based on individual opinions. This was especially a problem with online content, because the tone and meaning can change over time. Limited time was a challenge which required the researcher to work overtime to complete the study. Another limitation was that privacy rules limit access to detailed data on how people interact with Geza's platforms. The study also notes that Blessed Geza's media is just one of many things that affect national unity or divisions.

1.9 Delimitations of the study

This study looks at how media outlets including digital influencers like Blessed Geza uses media to shape messages in Zimbabwe's online space. The study only looks at his social media posts on Twitter (X) and YouTube from February 2025 to February 2026. It explores how his political talks present divisions within Zimbabwe's political parties. The study focuses only on Zimbabwe. It looks at Zimbabweans who follow and comment on political content posted by Geza online. The study does not include other digital influencers. It only looks at content within the set period and focuses on posts about political divisions, not all of Geza's stories.

1.10 Definition of keywords

Media framing refers to how traditional media and social media use different ways in presenting news. They select certain issues they want to report which can help citizens to understand the news.

According to Marshall and Cole (2023), political factions refer to small groups in a large main political party or system that share similar interests and compete for power.

National unity means that citizens in a certain country work together sharing same identity and purpose even if they have different cultural beliefs.

Digital influencer is an individual with many followers in his or her social media platforms accounts, can post messages and shape public views (Lòpez et al., 2023).

According to Cortis and Davis (2021), social media commentary are responses and reactions of audiences from post on social media. Niemiec et al. (2022) defines public perception as a way citizens in a country think, feel or form views about an event , person or institution.

1.11 Dissertation Outline

Chapter one introduces the research topic and gives the background of the study. It discusses how media framing and political party factions have been studied in other countries and how these framing affect national unity in Zimbabwe. It also provides the aim of the study, significance of the study, objectives as well as the research questions. It also looks like the things which can limit the full scope of the study and why it is important to carry out the study. Chapter two shows the existing academic and empirical literature review on media framing, political communication and national unity. It also discusses the theoretical frameworks that guide the study. Chapter three will use case study as research design. Purposive sampling techniques will be used to select target population of the study. Data and document analysis are going to be used as research instruments. Chapter four will look at data presentation, analysis and discussion of the findings. It presents findings from qualitative data, interprets these findings in relation to the research questions, discusses their theoretical and practical meaning. Chapter five is the final chapter that summarizes the findings of the study, draws conclusions, gives recommendations and areas for further research.

CHAPTER TWO

2.0 LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This chapter looks at past studies on media framing, political party factions, digital media influencers and national unity. It is guided by framing theory, which explains how the media and online communicators make people understand political issues by focusing on some points and ignoring others. The chapter starts by explaining framing theory. The chapter then looks at studies on media framing and political communication from other countries Africa and Zimbabwe. It also explains how digital media helps to shape political messages on supporting or causing divisions in national unity.

2.2 Theoretical Framework

This study uses Framing Theory as a framework. Framing theory explains and shows how digital media highlight certain issues to shape the understandings of people on political party factions. It shows that the way information is presented can influence public perception and national unity. Framing theory originates from Erving Goffman's (1974) work on how people make sense of the world. He explained that frames are mental tools we use to notice, understand and label what is happening around us. Frames are not just individual ways of thinking. They are shared ideas that help communities to interpret some political events, actors and conflicts and the meaning of political factionalism is never neutral. The way issues are presented in shape and produced is through communication.

Drawing on Goffman's ideas, Robert Entman (1993), developed framing theory further, especially understanding political communication. He showed how media frames influence the way people interpret political events and issues. Entman identified four functions which media influences public discussion: defining the problem, explaining its causes, judging it morally and suggesting how to address it. The media often uses these functions to create stories that support one political perspective over others. Therefore, framing theory provides an important way to understand the impact of media on politics.

Similarly, Scheufele (1999) explains that frames are not about selecting issues, but they help people to understand what they think. Frames help people understand complicated political situations by providing easy-to-use ways of interpreting events. Reese (2001) continues to emphasize that the way news is presented can shape how people understand the issues. The political parties like in Zimbabwe are divided. The media can sometimes report news in emotional way such as through fear or anger that makes these divisions worse and reduces opportunities for national discussion.

To add, Hutagalung and Nurhasanah (2023) note that digital influencers use social media to shape people's views on politics just as TV and newspapers do. They show some political issues influencing people's feelings in a way that is easier to understand and more interesting to the public. Therefore, framing theory applies to online platforms too, where people discuss and interpret politics. Hence, it is useful for understanding how the late Geza's way of communicating and the stories he tells affect political unity and national cohesion.

2.3 Media Framing and Political Factionalism

2.3.1 Zimbabwean context

The Zimbabwean politics have experienced political divisions within parties for a long period of time. The media has long been divided into two groups namely state- controlled media and privately controlled media which made people understand leadership struggles. According to Gwindingwe (2023) and Mungwari (2018), this divided groups of the media often shows the political polarization in the country. Media commonly help different political groups which shape the public to understand the internal part conflicts. Similarly, Chuma, Msimanga and Tshuma (2020) describes this as "succession journalism." They explain that during political change or leadership competition, the media report in unfair way instead of becoming a space where political groups openly argue against each other.

Journalists do not only report news, but they worsen political conflicts by choosing which leaders and events to present. Like in the last years of Robert Mugabe's rule. During this period, newspapers like The Herald and The Chronicle started reporting political conflicts in a more emotional way which changes public perceptions on political battles (Ruhanya & Gadzikwa, 2024), while Chuma et al. (2020) say the media became more involved in leadership conflicts. Therefore, this can affect understandings of people on this news. Mungwari (2018) have looked at how the media criticized the leadership fights in Zimbabwe African National Union- Patriotic Front between G40 faction and Team Lacoste. Tendi (2016) also supports that government intelligence can affect media coverage on leadership struggles as reveal harmful information. Therefore, it shows that media covers political and security struggles not news.

Media presentations of political factions are not only about the ruling party but also conflicts within opposition parties, like the Movement for Democratic Change and Citizens Coalition for Change . According to Sithole (2022), media reports concentrate on factions between

opposition party leaders and make people ignore them. In same vein, Gwindingwe (2023) states that media focus on fights in political parties which end up leading people to distrust seeing political leaders as enemies, taking sides and increasing political factions within societies. Munoriyarwa (2020) supported this, reports of media sometimes blame others for causing political conflicts who changing sides. Therefore, this can help people understand events happening but increase political divisions.

According to Maodza (2025), the privately owned media was shown as another option to state-controlled media, but politics continue to affect them. The journalists affected reporting because newspapers like the Daily News faced political and financial challenges. They end up forced to report good to certain political groups which weakens the independence of media. Because of this, both state and private media can be influenced by political factions which can affect public trust and make people look for other sources to get political news.

Social media gives people a place to discuss political issues (Chitanana & Mutsvairo, 2019). This shows that digital media changed the way political news is discussed. Political news shaped by digital influencers in this system like Blessed Geza use platforms such as X (formerly Twitter) and YouTube to discuss political factions.

According to Ureke (2024), these influencers use jokes and funny stories to discuss politics which keeps people engaged. This communication can help reveal corruption done by political leaders which makes people see them in a negative way. People where keep sharing the same political messages without checking if they are true in WhatsApp groups (Gwindingwe, 2023). Research by Munoriyarwa (2020) shows that when political faction news seems less serious or shows leaders as victims' people may start to see media as unfair. Similarly, Tarusarira (2017) notes that political leaders sometimes use national symbols and history to support their own

political groups. When the media repeats these messages, it can increase political divisions instead of helping people feel united in the nation.

2.3.2 Regional Context

According to Roessler (2011), fighting over resources and power on leadership causes political factions in Africa. Media coverage of these conflicts helps the public understand political instability and unity within political parties. However, in many African countries the media works under strong political and economic pressure which affects how factional conflicts are presented.

In Nigeria, the way conflicts were reported by media shows that there were ethnic and political divisions in the country, like farmer-herder clashes and separatist movements (Ajetunmobi, 2023). According to Awino (2022), media reports in Kenya on political party factions was favoring one ethnic group and exclusion. Similarly, the way media reported political news in South Africa was on factional conflicts within the African National Congress. These divisions are often described as a struggle between new groups and corrupt ones (Tyali, 2019). Therefore, this type of coverage can affect the party's public image and its internal unity. Hence, these cases can help to understand same events in Zimbabwe. According to Mungwari and Ndhlebe (2019), digital media uses funny words in framing political factions which make people pay attention to political news.

2.3.3 International Context

Studies in United States show that biased media outlets they frame the internal party conflicts differently . Göksel (2024) found that the channels like Fox News and MSNBC they often frame the disputes in ways that strengthen ideological divisions. These internal conflicts are sometimes framed as threats to national stability. Similarly, Iyengar et al. (2019) explain that when media focus only on one side of political stories, it increases divisions resulting to most citizens

start to dislike and distrust the supporters of the opposing parties. Therefore, these findings are important to understand media framing of the factional politics Zimbabwe. This can increase political tension and social division.

In Europe, similar issues were happening although the media systems differ across countries. In Germany, media coverage of political parties often shows ideological differences rather than unity as a result it can increase party divisions (Klingelhöfer & Müller, 2023; Pytlas & Biehler, 2023). The comparative studies show that while major political events are reported in many countries, smaller issues are framed differently because of each country's media practice, political culture and history (Anshori et al., 2022). For example, Kaiser and Kleinen-von Königslöw (2016) found that the Spanish online media during the Euro crisis followed political positions more closely than the German media, this shows the strong political alignment in Mediterranean media system.

In Latin America, media coverage of factionalism frequently reports internal party conflicts as moral or ethical problems which affect public trust. According to Abofarha and Nasreldein (2021), media focus on corruption even if leaders are legitimate leading to the loss of public trust towards government. Therefore, this can affect national unity.

In all these regions, the rise of digital platforms has made factional stories more visible. The digital influencers and political commentators now present events in their own way outside traditional news outlets. This shows that the way political events are presented is no longer controlled only by professional journalists and traditional media, but it is shaped by social media users, bloggers, and political figures (Entman & Usher, 2018; Shin, 2020). This gives clearly understand on similar media framing happened in Zimbabwe.

2.4 Digital Media Influencers and Political Narratives

Digital media played a pivotal role in political communication because people helped to understand political events through comments and emotional messages (Venus et al., 2025). According to Sahly et al. (2019), social media platforms help digital figures to present political news directly to audience which lead them to have more attention from people in India. Similarly, Gianan (2020) and Ding et al. (2023), In Southeast Asia, social media has also influenced how people understand political issues which lead them to support politics on their identities, spreading false information. Therefore, all these can increase political divisions.

The growth of digital influencers in Zimbabwe shows the decline of public trust in traditional media and a search of alternative sources of political information (Mathe, 2020). Figures like Geza show that people outside professional journalism can influence national debates on political divisions by talking about issues that mainstream media did not cover (Mututwa & Akpojivi, 2023).

2.5 Media's Role in Promoting National Unity

The media can help people to understand political issues and how they relate to each other in a country. According to Pandir (2020), responsible media can help shape positive stories, promote social unity and lasting peace like in countries which facing political tensions or changes in government such as Zimbabwe.

The state and private media should unite leaders and communities by encouraging peace and positive dialogue (Tawanda & John, 2020). Balanced journalism is very important. According to Curran (2015), people can understand different opinions and promote democracy if media reports all political news openly. This kind of reporting helps to promote discussion and reduces hostility between political groups.

Digital communication can help citizens to connect directly with leaders. According to Ndawana (2023), social media can allow people to talk with leaders and address their concerns before they turn into protests of conflict. Digital platforms like Facebook, YouTube when used well can support peace and help more people take part in governance. For example, Paluck (2009), in Rwanda show that there were media programs which shared peaceful messages, promote national cohesion after genocide which helped to reduce hostilities within the groups who were fighting. Similar in post-ISIS Iraq, media played an important role in building trust among communities which were affected by conflict (Ahmad, 2021). Therefore, media if used well can promote social cohesion.

2.6 Media's Role in Undermining National Unity

The media, even though it can help bring people together, can also cause divisions if it presents conflict news in unfair ways. According to Chari (2021) the opposition political leaders are framed as enemies than as good participants in democracy, this reporting increases political divisions because media is used as a political instrument. Similarly, Tarusarira (2017), Mapuweyi and Wozniak (2018) shows that state media has often shown opposition parties as being supported from outside and as a threat to the country therefore the stories create distrust and make it harder to build agreement and national cohesion. Therefore, media is not neutral, it can fuel political conflicts.

2.7 Chapter Summary

This chapter looked at previous studies on framing theory, media framing on political party factions, role of digital media influencers and national unity. It shows that the way the media presents political issues strongly affects public views. The review discussed examples from other countries, Africa and Zimbabwe. It showed that the media and digital influencers can either

increase political divisions or help to bring people together. The next chapter explains the research methods used to study these issues.

CHAPTER THREE

3.0 RESEARCH METHODOLOGY AND DESIGN

3.1 Introduction

This chapter brings insight into the methods which were used to collect and analyze the data captured by the researcher. This chapter showed how data was going to be collected on media reports of political party factions and impacts on national unity in Zimbabwe. The study used an interpretive and qualitative approach as the best way to understand people's views. The study showed target population and sampling methods. The study clearly shows the research instruments content and document analysis. It gives the ethical considerations used. This chapter builds a strong foundation for research and makes sure the study is clear.

3.2 Research Philosophy

This study was based on an interpretive research approach because it aimed to understand people's views on the media framing of political party factions and impacts of national unity (Chowdhury, 2014). According to Gunzenhauser (2006) and Varga-Dobai (2015), knowledge was understood as something created through interaction between the researcher and the people being studied rather than through fixed rules of numbers. This study takes the view that social realities, such as political divisions and national unity, were created and shaped over time through communication and media messages (Hay, 2016). This approach made it possible to closely examine online political stories and understand impact on society in Zimbabwe's political setting.

3.3 Research Design

The study uses a qualitative case study design. It helps the researcher to collect detailed and context-based information that shows the complexity of political communication on digital platforms (Baxter & Jack, 2015; Crowe et al., 2011). A case study design was allowing the researcher to closely study one current issue in its real -life setting. The study focuses on Geza a prominent digital influencer in Zimbabwe. He posted about political party factions and attracted significant public attention. Focusing on this single case was making it easier to understand framing of political party factions and how this had affected people's views on national unity.

This case study design fits because it helped to answer 'how' and 'why' questions, which were the main aspects of this research. It helped the researcher to analyze political messages (Greenhalgh, 2025). By using case study as a research approach, rather than just one method makes it possible to use different qualitative tools such as content analysis and document analysis (Guetterman & Fetters, 2018). This helped the study to gain a broad and clear understanding of how digital media, political messages and national unity were connected.

3.4 Population and Sampling

3.4.1 Population

Target population for this study included digital content and media outlets related to Blessed Geza and audience engagement on his platforms. The study includes 22 videos from YouTube and specifically 22 videos from Twitter (X) posted on his official account. In addition, the population was comprised of online news articles published between January 2025 to February 2026 which report about Geza and political factions. The selected Zimbabwean media outlets was ZBC Online news (5 articles), my Zimbabwe (10 articles), ZimLive (7 articles) and iHarare (14 articles). The 65,1k YouTube subscribers and 74,4k Twitter followers who followed Geza's platform , their engagement in the form of comments was also the population. They reflected public response to media framing of political party factions on digital content by Geza. According to Creswell (2018), population is a group of individuals who have the same characteristics and are of interest to the researcher

3.4.2 Sampling Method

The study used purposive sampling to select data that was most relevant to the research objectives. The researcher used purposive sampling to select 24 units of content consisting of videos and news articles from selected media outlets. These were based on specific criteria including, relevance to political party factionalism, clarity of media framing in terms of language and tone and level of audience engagement. The researcher selected content that was directly addressed Geza and political party factions within the specified time included. The total population of Geza's followers was about 139,500. The sample of 10% gave 13,950 comments. The researcher did not analyze all these data but used purposive sampling on selecting 12 comments from each selected video and it gave total of 120 comments for analysis. The approach allowed the researcher to collect detailed and meaningful information. Sampling defined as a process of

selecting a subset of cases or individuals from a larger population to study or gather data aiming to represent the whole (Bryman, 2016). According to Patton (2015), purposive sampling enables the researcher to select information which can provide deep insights into the phenomenon under study.

Table 1: Sample Size 1

Data Category	**Source**	**Sample size**
Videos	YouTube	5
Videos	Twitter (X)	5
Articles	ZBC Online News	4
Articles	My Zimbabwe	3
Articles	ZimLive	3
Articles	iHarare	4
Audience Engagement(comments)	YouTube & Twitter	120
TOTAL		144

3.5 Data Collection Methods

The researcher used several qualitative methods to collect data to get detailed and reliable findings . First, the researcher analyzed videos posted by Geza on X(formerly Twitter) and YouTube over the past year using content analysis. These two platforms were selected only because they were the official pages of Geza, where he shares content related to political issues. These platforms were important because it was spaces for political discussion and public interaction in Zimbabwe. Content analysis allowed the researcher to carefully study videos and audience comments to identify patterns in language and tone. Ways of presenting ideas, story

patterns and how political party divisions were identified (Hassim et al., 2022). Document analysis was used to analyze online news articles from selected state and private media outlets. It helped to understand how different platforms present and interpret information about Blessed Geza and political factions.

Data was collected by downloading, saving and archiving videos, news articles and audience comments from YouTube, Twitter (X) and selected online media outlets to keep the data correctly. The researcher was taking screenshots, saving links and compiling documents in folders organized by source and its categories (videos, articles and comments) . The items were labelled with the date, platform and source to ensure easy to retrieve during analysis. The study used content and document analysis only because there was suitable for examining media framing in online political communication. The data collected online only because the topic involves politically sensitive issues of the late Blessed Geza and political party factions in Zimbabwe. Online data collection provided a safe and ethical way to access information without exposing participants or the researcher to direct risk. The online sources helped the researcher to capture naturally occurring data in real time including language, tone and framing strategies used by media outlets as well as public reactions.

3.6 Data Analysis Techniques

The data collected from content and document analysis was analyzed using thematic analysis to identify patterns and key themes. This method was selected because it helped to see patterns, ideas and meanings in the data. It was flexible, organized and works well for studying complex social issues (Nowell et al., 2017). The analysis followed a clear step- by -step process. First, the researcher read and gets familiar with the data and creates initial codes, grouped and gave names to it (Ahmed et al., 2025). Both inductive and deductive approaches were used. Inductive coding allowed the themes to come directly from the data. While deductive coding was

guided by framing theory. Framing theory helped to guide the analysis of how political issues, people and events were shown and highlighted in digital media posts (Entman,1993).

3.7 Ethical Considerations

This research followed ethical rules throughout the study. By using only publicly online data from Twitter (X), YouTube and selected news media outlets. There was no private information or direct interaction with participants involved because the study used content and document analysis. The participants' usernames who followed Geza were not used. The pseudonyms used instead to protect their privacy in all research reports (Subedi, 2025). The researcher made sure all data was strictly used for academic purposes and handled responsibly to avoid misrepresentation of individuals or media sources. The proper citation and acknowledgement of sources was maintained throughout the study. The only person, the late Blessed Geza, was mentioned by name because he was a well-known public figure. These steps helped to protect participants involved in the study and keep the research ethically and trustworthy.

3.8 Chapter Summary

This chapter explains how the study was carried out. It describes the interpretive approach and qualitative case study used. It also explains who was taking part, how data was collected and how it was analyzed. The steps made sure the study followed ethical rules.

CHAPTER FOUR

4.0 DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter presents, analyses and discusses the findings of the study on how media frames political party factions and its impact on national unity of Zimbabwe, focusing on the case of Blessed Geza from February 2025 to February 2026. Data was collected from a total of one hundred and forty- four units using content analysis of social media videos posted by Geza on YouTube and Twitter (X). Data was also collected through document analysis of online news articles from ZBC, my Zimbabwe, ZimLive and iHarare. In this chapter, data presentation is integrated with analysis and discussion to provide a deeper understanding of how political actors are framed and how such framing influences public perceptions and national unity in Zimbabwe. The key patterns in sentiments and themes emerging from the data are analyzed in relation to framing theory and relevant literature.

4.2 Description of Data Sources

Table 2: Description of Social Media Dat 1

Data Source	Number
Twitter (X) videos	5
YouTube videos	5
Comments per video	12
Total Comments	120

This table shows that the study analyzed a total of 10 videos from Twitter (X) and YouTube. From each video, 12 comments were selected giving a total of 120 comments used for analysis.

Table 3: Description of Media Articles 1

Media Outlet	Number of Articles
ZBC Online News	4
MyZimbabwe	3
ZimLive	3
IHarare	4
Total	14

The table shows that 14 articles were analyzed from both state media (ZBC Online News) and independent media sources (MyZimbabwe, ZimLive and iHarare) to understand different perspectives and frames on political factions.

4.3 Media Framing of Political Party Factions in Zimbabwe

The analysis shows that media outlets and digital influencers like Geza present political party factions in different and sometimes opposing ways.

4.3.1 Media Framing in Social Media Videos (Twitter and YouTube)

The analysis shows that Blessed Geza uses strong and emotional language to frame political party factions in Zimbabwe. His messages define problems, assign blame and suggest action which directly reflects Entman's (1993) explanation of framing. His videos mainly present the current leadership in a negative way and highlight issues such as corruption, poor governance and economic suffering. There were five main themes emerged from the data. These themes are anti-government framing, corruption framing, mobilization framing and delegitimization of leadership.

Theme 1: Anti- Governmental Framing

Blessed Geza strongly criticizes the current leadership and presents it as unfit to lead the country as stated that:

" Fellow Zimbabweans the situation in Zimbabwe becomes depressive."

" Those charlatans must go and hatikwanise kutungamirirwa nyika nembavha

dzega dzega , not caring about the suffering of citizens."

This reflects Entman's idea that framing defines problems and assigns responsibility. He uses harsh and emotional words to reject the leadership and its policies, including the 2030 agenda and the idea of a third term. Geza argued that :

" Thus, Bullshit kutongwa nemadofo ega ega"

" Ma political criminals ndinokuyambirai kuti mumire kuba hupfumi hwenyika uye zvose zvamukuronga kuti president varambe vari pachigaro hazvibudirire povho yakatsamwa."

Therefore, people can begin to see poor leadership as it is supported by Goffman (1974) who notes that framing is used to understand the reality of what is happening in politics.

Theme 2: Corruption and Economic Mismanagement Framing

This theme is major in the videos as Geza accused political leaders and ministers of being involved in corruption. In one of the analyzed Twitter videos, Geza claims

"Thus, bullshit Mutangamiri ne Zviganandas zvake are busy looting ma resources zvose nehupfumi hwenyika they are controlling companies, banks and benefiting while citizens suffer."

He links corruption to everyday suffering such as lack of healthcare and poor salaries. This framing connects political leadership to citizens' daily struggles. According to Entman (1993), framing highlights causes of problems. In this case, corruption is presented as the main cause of economic hardships .These shapes public understanding by making citizens see the failures of leadership and make them suffer.

Theme 3: Conflict and Accusatory Framing

Geza uses strong accusations and presents politics as full of conflict fighting among themselves. He stated that:

"President neZvigananda zvake vatori hundred percent involved to killing our

vice president asi vokanganwa kuti ndiye mungu akamira navo after coup ya 2017 vachiwana zvigaro izvi."

"Zvose Zviganandas you need napkins to your mouth because you're talking something terrible and lies to the family of my vice President"

"Mapedza ma comrades ose kumauraya imi, you hate war veterans, manje we are coming for you tazvipira, you must go nematsotsi ake "

This shows that leaders are involved in harmful actions like poisoning and betraying each other. Media can fuel tension and disagreement as framing on time of conflicts only. According to Reese (2001), such framing influences how people interpret political events. As a result, politics is understood as a battlefield which increases division and not for peaceful dialogues.

Theme 4: Political Mobilization Framing

Geza encourages citizens to protest and take action against the current leadership. In one of the analyzed YouTube videos, Geza stated that:

"Let's stand together for demonstrations as it mentioned in our constitution, no one will arrest you for public protests"

This aligns with Entman (1993), who explains the functions of framing theory which media influences public discussion by suggesting solutions to the problems. By encouraging people to stand up against corruption, poor governance and demand for change. He stated that:

" povho yeZimbabwe I thank you for support of stay away, ngatirambe takabatirana we want for change."

This shows that citizens can be motivated to do some demonstrations but may also increase tensions in society because not all the were go for protests, others refuse.

Theme 5: Delegitimization of Leadership

Geza in his videos questions the ability and credibility of leaders. He argues that :

" Some leaders havana kana chikoro to lead the country, vazhinji ma grade 7"

"Vamwe they got into power through connections and president is beneficial of nepotism and failing to provide basic services to the citizens."

This is clear of moral evaluation in framing (Entman, 1993). He also uses strong and negative words to describe them like political criminals and charlatans. This shows that they are not capable to lead people. This type of framing reduces trust in leadership and institutions.

4.3.2 Media Framing in News Media Outlets

Theme 1: Political Factional Conflict Framing

All selected media outlets show Zimbabwean politics as a struggle between different parties.

For example, one ZimLive article says :

"a group of war veterans who called on President Emmerson Mnangagwa to step down"

and describes them as

"Fierce anti-Mnangagwa campaigners"

This shows that politics is presented as a fight between groups that oppose each other. Instead of showing politics as normal discussion or debate, the media makes it look like a serious struggle between opposing sides. This was demonstrated by Ruhanya and Gadzikwa (2024) mentioned that during conflict period media can start reporting in a more emotional way which changes the views of people on political battles. Therefore, this frame helps people see Zimbabwe politics as divided into *"us vs them"*.

Theme 2: Delegitimization of Leadership Framing

This theme is common shows media reports on political leaders include strong criticism, claim president as unfit to lead. This reflects framing as moral judgement (Entman, 1993).

For example, Geza is quoted saying:

"President suffers from vascular dementia"

and he also calls the governments a:

"Dying system"

This creates a picture where leadership is not accepted by everyone and is constantly being challenged leading to divided trust among citizens. This supported by Aborfaha and Nasreldein (2021), they mentioned that if media continue to report on issues of corruption even if leaders are legitimate. This can weaken confidence of citizens in democratic governance.

Theme 3: Security and Threat Framing

The selected articles also show political conflict as something dangerous or linked to security issues. For example, one article of iHarare says:

"Death squads are hunting them down"

and Geza is described as:

"Declared a wanted man"

This is supported by Tendi (2016) who mention that some threat reporting during political conflicts can cause fear. Framing theory explains that such frames shape how people interpret reality. As a result, citizens may fear political participation and avoid involvement while leaving the leaders to fight on their own.

Theme 4: Mobilization and Protest Framing

The media also shows politics as something that happens through protests and public action Geza is reported as said:

"let's do nationwide stay-away"

and:

"Shops, industries-everything must close"

This reflects one of the functions in framing theory that framing suggests solutions. However, it also shifts politics from formal systems to something that happens in the streets which can increase instability in the country.

4.4 Influence of Media Framing on Public Understanding of Political Divisions

This shows how media framing of political party factions influences the understanding of Zimbabweans on politics. It focuses on how people interpret messages about political conflict, leadership and protests after watching and reading content from platforms such as ZimLive, iHarare and social media. The analysis was based on comments from the public.

Shaping Public Perceptions of Political Conflict

The media framing helps people to understand political factions in Zimbabwe.

For example, media reports describe Geza as:

"Fierce anti-Mnangagwa campaigner"

And present government actions such as arrests and monitoring. The public begins to see politics as a serious conflict between opposing sides. This leads to a clear understanding of politics as:

Government vs opposition

State vs citizens

As a result, people interpret politics as a battle not a democratic process.

Influence on Public Trust in Leadership

Media framing also influences how people view political leaders. For example, when Geza claims:

"President is mentally unfit to rule"

Some people from the public begin to question leadership legitimacy. At the same time, other media content defends the government by using messages like:

"Zimbabwe is a peaceful nation….law-abiding citizens must reject unrest"

This creates two different understandings. Entman (1993) explains that framing influences judgement. Some people lose trust due to negative framing while others support government narratives. This creates division.

Creation of Fear and Uncertainty

All selected sources used strong words to frame political factions such as:

"Security threat"

"violence"

This creates fear among the public. For example:

"Death squads are hunting them down"

This shows how framing influences emotions and behavior. Citizens may avoid political participation due to fear which weakens democratic engagement.

4.5 Audience Reactions and Political Discourse on Social Media

This shows the analyses of audience reactions based on 120 comments collected from 10 selected Twitter and YouTube videos posted by Geza. The analysis focuses on how users engage with political content through comments, highlighting patterns of sentiment, political expressions and discourse themes.

4.5.1 Main Themes in the Comments

Support for Political Change (mobilization)

The users used the comments to call for change in leadership and political action. For example, of what people say:

"Pamberi na Geza"

"We need change"

"Let's act now"

This shows that social media is used by Geza to encourage people for political change and protests ideas. Gianan (2020) supported this as emphasizing that social media can influence how people understand political issues which lead them to support politics. This shows that Geza used

social media platforms to encourage people for political change, protests ideas and citizens support it.

Support for Geza as a political Figure

Some users showed support for Geza and saw him in a strong voice. For example,

"We support you"

"Famba Geza zviganandas must fall"

"A real fighter for the people"

These comments show that some people see Geza as a leader or symbol of resistance. Some support to remove current political actors and push for change. Therefore, people can understand political news by having updates of what is happening. This turns citizens not to have respect for their leaders.

Delegitimization of Political Narratives (distrust and rejection)

Many users rejected Geza's message and questioned its truthfulness. For example, people commented on one of the Twitter videos:

"Nonsense Hapana kana Nyaya iripa Press"

"Ma rehearsal oga oga"

"You are bitter hamusi kupuwawo mari"

According to Sahly et al. (2023), notes that digital platforms allow influencers like Geza to interact directly with people, spread information and communicate in personal and emotional ways that make political messages more engaging but if they continue posting same story online without doing a great action people can start loose respect while replying some post with rough.

Therefore, this researcher supported to show that some users lose trust in the information posted by Geza and see it as rumors or personal bitterness.

Political Insults and Hostile Communication

The other comments were emotional and insulting Geza and others because of his political information. For example, some comments said:

"Munongonyeperwa imi baba zidhara rakungoswera riri kungogara mava pamberi pe camera"

"It's about you chete because you are no longer mu inside circles"

This shows that political discussions online can become hostile, disrespectful and not just debates (Sahly et al., 2019).

Calls for Accountability and Justice

Some comments demanded that past actions must be answered . For example, some comments said :

"In a new Zimbabwe mdara iwewe will also have to answer for the many rape cases which you had covered up using ZANU PF .we know you too. Mhosva hairovi"

This shows a strong demand for justice and accountability for alleged past crimes.The analysis shows that audience reactions to Geza's video are highly divided. While some users support political change and accountability. Others rejected the messages posted by Geza and they show distrust and anger. This shows that social media in Zimbabwe is a space of intense political debate, emotional expression and competing political opinions.

4.6 Comparative Analysis of State and Independent Media Framing

The findings show different ways used by state media (ZBC Online News) and independent media in presenting political news. The state media frames political issues in a way that supports the government led by President Emmerson Mnangagwa. The media focuses on stability, peace, law and order. Blessed Geza framed as person who causes disunity in the country. While independent media like ZimLive and iHarare give different views. They report not only government views but also voices from opposition actors, war veterans and ordinary citizens. For example, one of the articles of My Zimbabwe highlights internal party conflicts, protest calls and public reactions to political events. This shows that state media focuses on protecting the authorities while independent media focuses more on presenting different sides of the story. This supported by Mungwari (2018) who mentioned the difference of media framing of news can cause distrust and confusion of citizens to political news and leaders.

The analysis also shows that both state and independent media contain bias but in different ways (Chuma, Msimanga & Tshuma, 2020). The state media shows pro-government bias. For example, ZBC online news presents the government as legitimate and portrays dissenting voices as dangerous or illegal. The words such as “threat” or “violence” were often used to describe opposition actors. This type of reporting can influence the audience to see political opposition as a problem in political events.

Independent media also shows that it is not neutral because sometimes presents the leadership in negative way as causing economic problems in the country. At the same time, it gives space to voices that support or oppose protest actions (Mungwari, 2018). For example, in the iHarare article on public reactions, it shows that some citizens supported Geza’s call for a stay-away while others rejected it because of the economic hardships. Therefore, fair in presenting political news helps people to understand different faming though they still opposing the leadership.

4.7 Impact of Media Framing on National Unity

The findings of media framing from the analyzed media articles and social media comments have a clear impact on national unity and social cohesion in Zimbabwe. The way political party factions presented by different media outlets shapes how people understand politics. It also shows how people relate to each other in society.

Creation of Political Divisions

The study found that media framing often divides political actors into opposing sides. For example, the media coverage of Blessed Geza by iHarare and the government led by President Emmerson Mnangagwa they were presented as a conflict between two groups. The state media presented Geza and other political actors as disruptive or threatening while independent media presents him as a protest figure and someone who challenging the government authority. According to Tarusarira (2017), difference in framing creates two different versions of reality for audience. As a result, people begin to support different sides strongly which increases political division in society.

Division in Public Views

The study found that some people support protest actions and political change while others reject them because of fear, instability and economic hardships. This shows that media framing influences how people think and respond to political issues. Instead of sharing information which can make people understand political events, there is polarization where they hold opposite and strongly emotional views (Mapuweyi & Wozniak, 2018).

Influence on Trust and Unity

The study found that repeated framing of political actors as either ‘good’ or ‘bad’ affects trust of people in leadership and institutions (Gwindingwe, 2023). When state media focuses on loyalty and stability, it encourages support for government authority . While independent media shows weaknesses of government, this reduces trust of people towards leadership.

Impact on Everyday Social Relations

Media framing does not only affect politics but on how people interact in daily life. The comment sections from Twitter (X) and YouTube show that people argue, disagree and sometimes insult each other based on political views. Some citizens express fear of protests while others encourage participation in political change. This shows that political framing has entered everyday conversations which make political and social identity. This can create tension between citizens with different political opinions.

4.8 Challenges Faced During Data Collection

The researcher faced some challenges when collecting data online. One of the major challenges encountered was limited access to some news articles. Certain websites such as Daily News require payment or a proper login before allowing access to full articles. The researcher also faced challenges in verifying some information from social media, as not all posts could be trusted. Some people used TikTok and Facebook with the name of Blessed Geza, but they were not . The researcher took time to search the platforms with exact official accounts of Blessed Geza with his correct posted content. Despite these difficulties, the researcher managed to use available and reliable sources to complete the study successfully.

4.9 Chapter Summary

This chapter presented, analyzed how different media frames political party factions in Zimbabwe. The findings show that social media and news media use different frames which

influence how citizens understand politics. Framing theory used in the study shows that media shapes perceptions, trust and behavior. These differences in framing lead to political division, emotional reactions and reduced national unity. The study was guided by the assumptions that media framing of political party factions influences national cohesion, and findings of this chapter supported it.

CHAPTER FIVE

5.0 SUMMARY, CONCLUSIONS, RECOMMENDATIONS AND AREAS FOR FURTHER STUDIES

5.1 Introduction

In this chapter, the main findings and their relevance are summarized. The study looked at media presentation of political party factions and its impact on national unity in Zimbabwe. It focused on the case of Geza from February 2025 to February 2026. The data collected from social media content, news articles and audience comments gives the findings to complete this research. This chapter gives conclusions drawn on the findings of the study. It also provides recommendations for key stakeholders involved in media and political communication. Also provide recommendations to governance and public engagement in Zimbabwe. This chapter shows areas for future research.

5.2 Summary

This chapter gives summary of the study based on the objectives on understanding how media framings of political factions affect nation cohesion in Zimbabwe. The study adopted a qualitative case study design and an interpretivist approach. This allowed the researcher to explore how individuals interpret media messages within their social and political context. Framing theory guided the analysis by explaining how media outlets define problems, assign responsibility and influences audience interpretation.

Data was collected through content analysis of social media videos from YouTube and Twitter (X). It was also collected through document analysis of online news articles and analysis of audience comments. The media sources were four namely ZBC Online News, MyZimbabwe, ZimLive and iHarare. This study analyzed a total of 10 videos, 14 articles and 120 comments. The findings of this study shows that media in Zimbabwe was politically divided. The social media content posted by Geza was strongly present corruption, leadership failure and political mobilization. It portrayed government leadership in a negative way and encouraged public action.

In addition, news media also showed clear differences in framing. The state media was focused on stability, law, order and legitimacy of government authority. On the other hand, independent media presented more on critical perspectives. It shows political conflict, public dissatisfaction and protest framing. The responses of audience also reflected these divisions. Some users supported calls for political change while others defended the government and rejected opposition framings. The comments of many audiences show that they were emotionally charged. It also shows that there were disagreement and hostility between them. In the end, media framing helps shape how people understand political factions and national unity in Zimbabwe.

5.3 Conclusions

To conclude, media presentation of political party factions has a strong influence on how people understand politics and view national unity in Zimbabwe. Media platforms use different types of framing about the same political events. The content of social media used emotional words. It focused on issues like corruption, poor leadership and political mobilization. In contrast, state media focuses more on stability, law and order, while independent media presents different views including criticism and public opinion. All differences of these framings lead citizens to understand political issues in conflicting ways sometimes.

The study also shows that framing theory helps to explain how media shapes public perceptions in Zimbabwe. The media content often defined problems, blaming those responsible and shaped how people judged political issues. These ways of presenting political news shape how audiences viewed leadership, governance and political credibility.

In addition, the study found that media framing has strong influence on how people trust political leaders. When the public repeatedly exposed to negative messages about leadership, they begin to lose confidence in those leaders. While if media focuses on messages of stability and order, it can strengthen public support for the government. Hence, people can easily understand the governance.

Social media allows citizens to engage as well as share their opinions with each other and stay informed about political news. But this encourages the revealing of their emotional reactions which can lead to hostility and division among audiences. Hence, online political discussions can end up turning into serious arguments instead of engaging in productive dialogue. Therefore, media framing continues to present political parties in an emotional and conflicting way, it contributes to political polarization. This weakens public understanding of political issues and reduces national unity in Zimbabwe.

5.4 Recommendations

This section provides recommendations based on the findings of the study. They are the following:

5.4.1 Media houses

The mainstream media does not give enough space for digital influencers like Blessed Geza to share their political views, so they turn to social media without a clear knowledge of how media content should be presented. The media institutions should help to offer balanced and fair reporting of checked facts.

5.4.2 Social media influencers

Digital influencers like Geza should practice responsible communication because his media content cause disunity in the country. When they report political news should avoid harmful words which cause fear or fuel violence to citizens. But they must encourage peaceful dialogues which help to promote national cohesion.

5.4.3 Government and policy makers

They can promote fair and balanced presentation of news. They should emphasize transparency which helps to reduce distrust.

5.4.4 Citizens

They must look and evaluate political information before spreading the news or reacting to it. Media literacy can help citizens to assess unfair reporting.

5.4.5 Civil society organizations

These are non- governmental groups that operate independently from government. They should help to promote media literacy programs for citizens. This can help them to know workings of media framing and reduce misinformation while improving peaceful online discussions.

5.5 Areas of Further Research

For further research it should extent to analyze the influence of many digital influencers not single case study in Zimbabwe. It could be useful to examine different groups of people, especially youth, on how they interact and respond to political content. To add , there is need for more research on the spread of misinformation during political conflicts and how it shapes public perceptions. It can be helpful if comparative studies with other African countries researched because it gives deeper insight into how digital media framing affects national unity in different contexts.

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ANNEXURES

ANNEXURE 1: RESEARCH INSTRUMENTS

SECTION A: Content Analysis Instrument

The researcher used a content analysis guide to analyse selected social media videos posted by Blessed Geza on Twitter (X) and YouTube. The analysis focused on the political issues discussed, political actors mentioned, portrayal of political leaders and factions, dominant

political frames, tone of the messages, calls for political action, and implications for national unity and social cohesion.

The content was analysed according to the following areas:

1. Source/Platform - Identifies whether the content was obtained from Twitter (X) or YouTube posted by Geza.

2. Date Posted- Records the date on which the video/post was published.

3. Political Issue- Identifies the main political issue or factional issue discussed in the content.

4. Political Actors- Identifies political leaders, political parties, government officials, opposition actors or other political groups mentioned.

5. Problem Definition- Identifies the political problem or situation presented in the content.

6. Attribution of Responsibility- Identifies who or what is presented as responsible for the political problem.

7. Moral Evaluation- Records how political actors, actions or events are positively or negatively evaluated.

8. Suggested Solution/Action- Identifies proposed solutions, including political change, demonstrations, stay-aways, accountability or other forms of action.

9. Dominant Frame- Identifies the dominant frame, such as anti-government framing, corruption and economic mismanagement framing, conflict and accusatory framing, mobilisation framing or delegitimisation of leadership.

10. Tone- Records whether the content is supportive, critical, neutral, accusatory, emotional or hostile.

11. Dominant Theme- Records the main theme emerging from the content.

12. National Unity/Social Cohesion- Examines whether the framing promotes unity and social cohesion or contributes to political division, distrust, fear and conflict.

This content analysis guide was applied to the ten selected social media videos listed below.

Twitter Videos (@BlessedGeza)

Video Number	Video Title	Date Posted	Link
1	Bombshell's State of the Nation Address	18 March 2025	https://x.com/i/status/1902064374434710001
2	This is Time for Action Zimbabwe!	26 March 2025	https://x.com/i/status/1904847039776637376
3	#The Signal	28 March 2025	https://x.com/i/status/1905611596665135527
4	Mnangagwa Impeachment	02 April 2025	https://x.com/i/status/1907516868790988831
5	Going for Broke	19 September 2025	https://x.com/i/status/1969107168654684420

YouTube Videos (youtube.com/@blessedgeza)

Video Number	Video Title	Date Posted	Link
1	Attention! Rtd Gen Chiwenga	16 May 2025	https://x.com/i/status/1923446706319863978
2	The Return	01 July 2025	https://x.com/i/status/1940094146829509068
3	Aluta!	12 September 2025	https://x.com/i/status/1940094146829509068
4	It's Happening.	16 September 2025	https://x.com/i/status/1968010020337205643
5	Call for Mass Demonstrations to remove Mnangagwa	17 October 2025	https://x.com/i/status/1979165079116390568

NB: Some videos were accessed through Twitter (X) where they were shared as embedded links directing to YouTube. This reflects cross-platform content sharing.

SECTION B: Audience Comments Analysis Guide

The researcher used a comment analysis guide to analyse selected audience comments from the ten selected Twitter (X) and YouTube videos posted by Blessed Geza. The analysis focused on how audiences responded to Geza's political messages and how their responses reflected different political views.

The comments were analysed according to the following areas:

1. Comment Number- Unique identification number assigned to each selected comment.

2. Platform- Twitter (X) or YouTube.

3. Comment Content- Relevant statement made by the audience member.

4. Sentiment/Tone- Supportive, critical, hostile, fearful, distrustful or neutral.

5. Political Position- Support for Geza, rejection of Geza, support for government or other political position.

6. Main Theme- Mobilisation, support, distrust, criticism, political fear, accountability, etc.

7. Political Framing- Frame reflected in the comment.

8. Implication for Public Understanding- How the comment reflects audience understanding of the political issue.

9. Implication for National Unity- Whether the reaction indicates unity, division, polarisation, distrust or social tension.

A total of 120 audience comments from the selected Twitter (X) and YouTube videos were analysed using these categories.

Sample of Analysed Comments

YouTube Audience Comments

Comment number	**Extracted Comment**	**Theme**

1	“Pamberi na Geza”, “We need change”	Mobilization
2	"Taswera tichingomhanyiswa senyika, tamukira kunzi kwabiwa mari yemaroora, time time chikomana chematama chadhomoka, now State of the nation Address...taneta isu"	Public Frustration
3	" They way thousands are following this account is a sign that Zimbabweans are yearning for freedom. People are tired"	Support
4	"He's now a contènt creator "	Criticism of Geza
5	"But zvekutiti pinda mustreet iwe usipo manje"	Criticism of Geza
6	"Thank you CDE , we are now waiting for other politicians to confirm 31 march demonstration , especially opposition parties"	Support for Geza
7	"Ladies & gentlemen, the swords have been drawn. Zimbabweans,let us not miss this opportunity like we always do. Let's for once stop being cowards & support Cde Bombshell. Let's complement his efforts instead of expecting him to do everything for us cowards."	Political mobilization
8	"Handeyi navo vakomana hapachina reverse apa"	Political mobilization
9	"Apa panogona kungourayisa vana vevamwe Geza ane plan here, bcz zveparoad musi 31 i doubt people will go. Ngavapedzerane chinhu Chavo voga.	Political fear and rejection of protest participation

	Pamaidya hanti maidya mega moda povo kana kudya kwava kushoma ka.its zanu pf vs zanu pf. Musatinyaudza."	
10	*"In a new Zimbabwe mdara iwewe will also have to answer for the many rape cases which you had covered up using ZANU PF .we know you too. Mhosva hairovi"*	Call for accountability and Justice

Twitter(X) Audience Comments

Comment number	**Extracted Comment**	**Theme**
1	*"It's about you chete because you are no longer mu inside circles"*	Political insults
2	*"Nonsense Hapana kana Nyaya iripa Press"*	Distrust and rejection
3	"You will do it to Chiwenga wacho akusiyayi.Hamuna hunhu,makungonyeperwa moti huyayi munzwe no nyaya eish mapererwa imi.You are bitter makaraswa.noone trusts you. It's about you chete because you are no longer mu inside circles"	Delegitimisation of political opponents through insult and exclusion
4	""They have looted ZANU pf money"	Perceptions of corruption within political party structures
5	*"Famba Geza zviganandas must fall"*	Support for Geza as a political figure
6	"You have no idea how much we sacrificed for the GEZA	Erosion of trust in political mobilization leadership

	REVOLUTION. We didn't know that you were going to disappoint us."	
7	"Commander CDE Geza, we cannot celebrate Independence day this year. Pickets are necessary till victory. Tikabvisa hunhu hwehu bvanzu ubvanzu toshanda newose ari genuine about making our country great zvinobuda. The regime is shaken, with Unity of purpose tinoiriga #TanetaVeduwe"	Political mobilization
8	"Haa nema mp apiko ana jojo nekuda mari kwavanoita they will be bought... Zvatodhakwa apa rega titsvage ma cos tiende"	Political distrust and rejection of institutions
9	"Geza kutadza kurara shuwa takamirira nonsense dzako idzi"	Political criticism
10	We support you"	Support for Geza

ANNEXURE 2: DOCUMENT ANALYSIS INSTRUMENT

The researcher used a document analysis guide to analyse selected online news articles from ZBC Online News, myZimbabwe, ZimLive and iHarare. The analysis focused on how the selected media outlets presented political party factions, portrayal of Geza, political leaders, political conflict, protests, political change and issues affecting national unity in Zimbabwe.

The documents were analysed according to the following areas:

1. Media Outlet- Identifies the news organisation publishing the article.

2. Date of Publication- Records the date the article was published.

3. Article Title- Records the title of the article.

4. Political Issue- Identifies the main political issue discussed.

5. Political Actors- Identifies the political leaders, parties, groups or individuals mentioned.

6. Problem Definition- Identifies the political problem presented by the article.

7. Attribution of Responsibility- Identifies who is presented as responsible for the problem or conflict.

8. Moral Evaluation- Examines how political actors or events are evaluated.

9. Dominant Frame- Identifies the main frame used by the article.

10. Tone- Identifies whether the report is positive, negative, neutral, critical or threatening.

11. Main Theme- Identifies the dominant theme emerging from the article.

12. Representation of Political Actors- Examines whether actors are presented as legitimate, threatening, disruptive, reformist or otherwise.

13. Suggested/Reported Action- Records calls for protests, political change, stability, law and order or other actions.

14. National Unity/Social Cohesion- Examines possible implications of the framing for national unity and social cohesion.

The document analysis guide was applied to the selected news articles listed below.

MEDIA OUTLET: ZBC ONLINE NEWS

Article number	**Article Title**	**Date Posted**	**Link**
1	Zim Shuns Geza's stay- away, business continues as usual	April 22, 2025	https://www.zbcnews.co.zw/zim-shuns-gezas-stay-away-call-business-continues-as-usual/
2	Geza expelled from ZANU PF	March 6, 2025	https://www.zbcnews.co.zw/geza-expelled-from-zanu-pf/

3	ZANU PF Mash West PCC agrees to expel Cde Geza	February 5, 2025	https://www.zbcnews.co.zw/zanu-pf-mash-west-pcc-agrees-to-expel-cde-geza/
4	Police Hunt for Geza	February 12, 2025	https://www.zbcnews.co.zw/police-hunt-for-geza/

MEDIA OUTLET: myZimbabwe

Article number	**Article Title**	**Date Posted**	**Link**
1	This is madness: 'Too playful' Blessed Geza 'kills the truth' as Zimbabweans ignore his call for indefinite stay-away	23 April 2025	https://www.myzimbabwe.co.zw/news/181679-this-is-madness-too-playful-blessed-geza-kills-the-truth-as-zimbabweans-ignore-his-call-for-indefinite-stay-away.html
2	War Vet Cde Bombshell Blessed Geza's final shot: Calls for a mass street protests against president Mnangagwa	13 October 2025	https://www.myzimbabwe.co.zw/news/184389-war-vet-cde-bombshell-blessed-gezas-final-shot-calls-for-a-mass-street-protests-against-president-mnangagwa.html
3	Former CCC leader Nelson Chamisa and War Vet Cde Bombshell Blessed Geza clash over protests against	14 October 2025	https://www.myzimbabwe.co.zw/news/184410-former-ccc-leader-nelson-chamisa-and-war-vet-cde-bombshell-blessed-geza-clash-over-protests-against-president-mnangagwa.html

	President Mnangagwa		

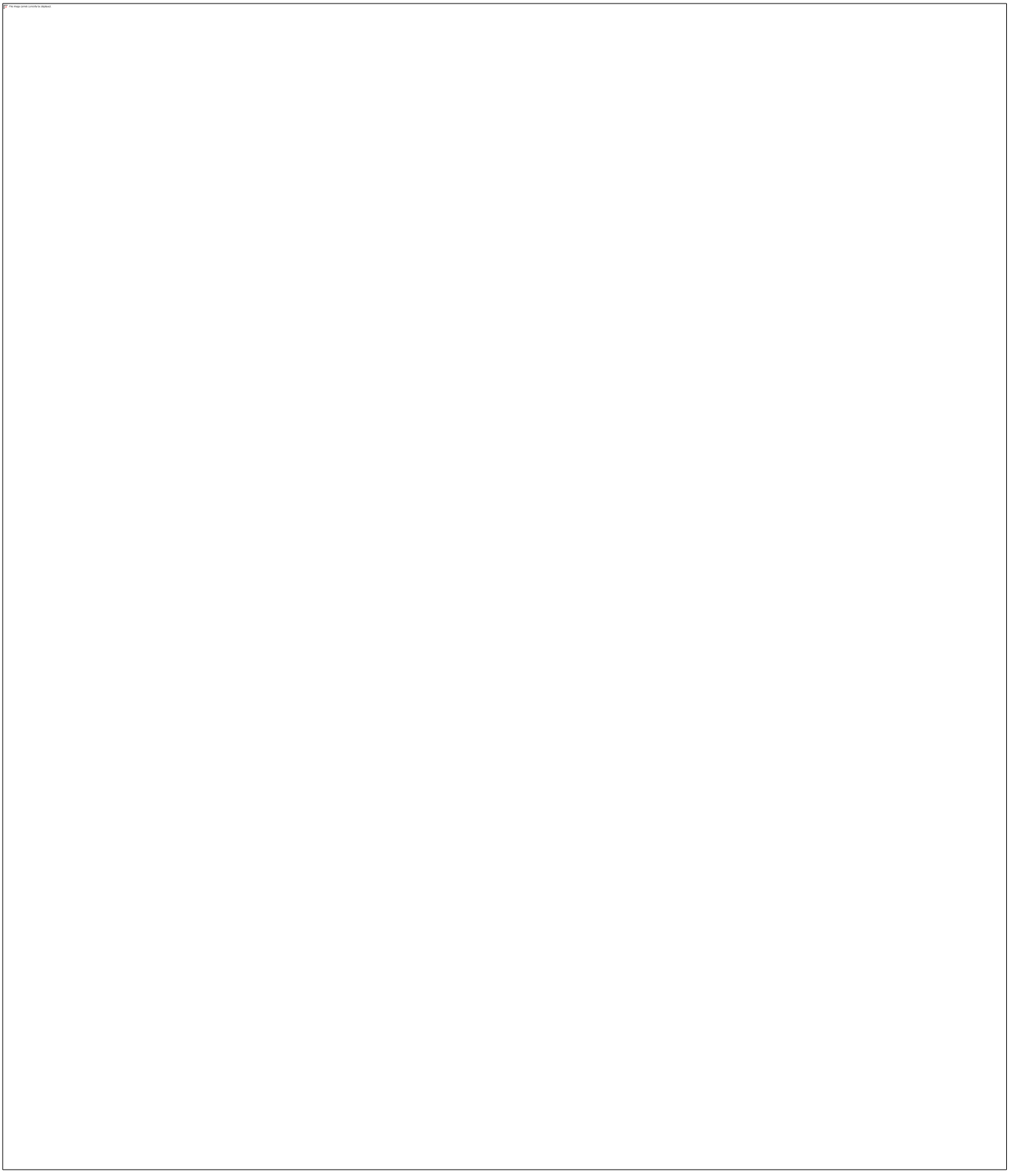
MEDIA OUTLET: ZIMLIVE

Article number	Article Title	Date Posted	Link
1	Geza to give guidance on anti-Mnangagwa protests 'soon': spokesman	03 March 2025	https://www.zimlive.com/geza-to-give-guidance-on-anti-mnangagwa-protests-soon-spokesman/
2	Geza calls for nationwide stay-away, claims Mnangagwa is mentally unfit to rule	20 April 2025	https://www.zimlive.com/geza-calls-for-nationwide-stay-away-claims-mnangagwa-is-mentally-unfit-to-rule/
3	Zimbabwe government denies extraterritorial killing of activist in South Africa	09February 2026	https://www.zimlive.com/zimbabwe-government-denies-extraterritorial-killing-of-activist-in-south-africa/

MEDIA OUTLET: iHarare

Article number	Article Title	Date posted	Link
1	War Veterans Leader Ethan Mathibela Declared Security Threat By CIO- Banned from Leaving Zimbabwe	March 19, 2025	https://iharare.com/war-veterans-leader-ethan-mathibela-declaredsecurity-threat-by-cio-banned-from-leaving-zimbabwe/
2	"We Cannot Afford It" – Zimbabweans React to Blessed Geza's Call For 2 Day Stay Away Shutdown	April 20, 2025	https://iharare.com/we-cannot-afford-it-zimbabweans-react-to-blessed-gezas-call-for-2-day-stay-away-shutdown/
3	'Blessed Geza Is a Coward': Wicknell	March 30, 2025	https://iharare.com/blessed-geza-is-a-coward-wicknell-

	Chivhayo Urges Zimbabweans Not To Be Used		chivayo-urges-zimbabweans-not-to-be-used/
4	“We Had Absolutely No Role” – Zimbabwe Govt Breaks Silence On Blessed Geza Death In South Africa	February 8, 2026	https://iharare.com/we-had-absolutely-no-role-zimbabwe-govt-speaks-on-death-of-blessed-geza/


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