

**EVALUATING COMMUNICATION STRATEGIES USED BY THE
DEPARTMENT OF FISHERIES IN KAFUE FISHERY EXTENSION
WITH A VIEW OF ENHANCING RURAL LIFE AMONG THE
FISHER COMMUNITIES.**

By

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Development.**

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LUSAKA**

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Declaration

I declare that this report has not been previously submitted for a degree in this or any university.

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ABSTRACT

This report is an investigation of the communication strategies employed by the Department of Fisheries in Kafue Fishery extension. The aim of the report was to address the inadequacies in the process of communication in order to enhance poor rural community life among fisher communities in Kafue.

Particularly, the study analyzed the communication strategies used by the Department of Fisheries in Kafue from Chanyanya to Kafue Gorge fishing sites. The aim of analyzing the strategies was to enhance the communication for development among fisher communities of Kafue. The study also examines alternatives to routine methods of communication for effective delivery of development to rural communities.

The methods used in extracting responses from respondents include quantitative and qualitative surveys. Under quantitative survey, questionnaires were distributed to selected respondents using a simple random sampling method. A focus group discussion and an in-depth interview were also used as qualitative surveys to collect data for the study. The data collected was analyzed using the Statistical Package of Social Sciences (SPSS). Tables, pie and bar charts have been used to demonstrate the results of the study.

The results of the study showed that there is big gap between the Department of Fisheries in Kafue and the fisher communities as far as communication is concerned. It was established during the study that the fisher communities are rarely involved in the process of communication. It was also learnt that there is big stand off in terms of communication between the Department of Fisheries in Kafue and the fisher communities due to mistrust, illiteracy, language barriers and poverty among the causes for poor communication.

The report has given recommendations to both the Department of Fisheries in Kafue and the fisher communities in order to enhance and deliver communication for development for the betterment of rural life among the fisher communities.

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ACRONYMS

ACFR	Advisory Committee on Fisheries Research
CSO	Central Statistics Office
DOF	Department of Fisheries
DSC	Development Support Communication
Et	And
FAO	Food and Agriculture Organization
FGD	Focus Group Discussion
GDP	Gross Domestic Product
Ibid	As cited above
KAP	Knowledge Attitude and Practice
MCD	Master of Communication for Development
PLARD	Programme for Luapula Agriculture and Rural Development
PRA	Participatory Rural Appraisal
SPSS	Statistical Package of Social Sciences
TV	Television
US\$	United States of America Dollar
WB	World Bank
WCCD	World Congress on Communication for Development
WTO	World Trade Organization
ZCCM	Zambia Consolidated Copper Mine

