

CHAPTER ONE

INTRODUCTION / BACKGROUND

1.1 Introduction

Since ancient times, communication has been found to be essential in human existence and development process. Following the Canadian historian Harold Innis:

"...communication technologies were the key elements in the development of all the great ancient societies: Egypt was transformed by papyrus and written hieroglyphics; ancient Babylonia used cuneiform writing, impressed indelibly into clay tablets to develop a great economic system; the ancient Greeks' love of the spoken word led them to perfect public speaking, persuasive rhetoric, drama, and philosophy; for administering their empire, the Romans developed an unparalleled system of government that depended on the Roman alphabet; and of course paper and the printing press extended new ways of thinking across Europe and paved the way for the European Renaissance and the Protestant Reformation" (Lievrouw, 2008).

Similarly, in modern times, 'Extensive studies since the mid-1960s have demonstrated the value of the strategic use of communication in international development, both at the theory and research levels, as well as at the levels of policy, planning and implementation' (Rodgers, 2005).

In governance, 'Communication is the basis of Transparency, which is the basis of Accountability, which in turn is the basis of Integrity' (Hass *et al*, 2007: 10). Equally, communication is vital in ensuring that 'Civil society plays a significant role in building civic knowledge, attitudes and behaviours necessary to promote change and acts as a counter-balancing force in countries, such as Zambia, with a weak opposition' (CePRA, 2002: 39).

However governments and civil society alike in developing nations have not yet fully recognized and incorporated communication in their development efforts. Rodgers (2005) argues that the reason could be that '...decision and policy makers in the development community at large may not understand the role of communication and appreciate it to the point that they routinely include it in their

development budgets and/or planning processes.'

It is against this background that the study seeks to establish a comparative top-down, bottom-up and horizontal profile of communication in government and civil society development contexts in Zambia. It is based on the conceptual model of development communication which suggests that communication has evolved from top-down to participatory paradigms that, by extension, form the ecosystem of communication in developing countries' development process.

1.2 Background

Although it is not always quite prudent to compartmentalise phenomena of this nature (background) because of natural and obvious spillovers, such divisions are still important for organisational purposes. In detailing the background to this study therefore, we shall do so by dividing and discussing it in the following subdivisions: geography; history; economy; political and social-cultural background; overview of national development planning; synopsis of the growth of the civil society in Zambia; and an outline of the evolution of the media in Zambia.

1.2.1 Geography

Zambia is a landlocked republic located in south-central Africa. It lies between 8 and 18 degrees latitude south and 22 and 34 degrees longitude east. The country shares borders with eight other African nations – “on the north by the Democratic Republic of the Congo (DRC, formerly Zaire) and Tanzania; on the east by Malawi; on the southeast by Mozambique; on the south by Zimbabwe, Botswana, and the Caprivi Strip of Namibia; and on the west by Angola” (Encarta Encyclopedia, 2009). The surface area is 752,614 sq km (290,586 sq mi). Lusaka is largest city and Zambia's capital (Encarta, 2009).

The larger part of the country is a plateau area “with flat or gently undulating terrain” (Encarta, 2009). There are occasional high mountains. In the northeast, for instance, some high lands reach up to 2, 000 meters.

The country is endowed with vast flowing and settled water. The main rivers include: the Zambezi and its tributaries in the south and west; the Kafue in the south and west, the Luangwa in the east; and the Luapula and Bangweulu in the north. On the other hand, main lakes include the Bangweulu and Tanganyika in the north and the man-made lake Kariba in the south.

The climate is fairly conducive for activities such as farming. Despite lying within the "tropic zone", much of Zambia "enjoys pleasant subtropical climate because of the high altitude" (Encarta, 2009). Much of the rain falls between November and April and this pattern dictates the farming seasons, especially amongst small scale subsistence farmers who have not yet acquired irrigation technologies. In the capital (Lusaka), the coldest month is July and the average temperature is approximately 16 degrees C. On the other hand, the hottest month is January with an average temperature of about 21 degrees C.

Zambia is endowed with abundant natural resources. Owing to the country's "savanna-type vegetation", the country has vast teak forests and different varieties of animals such as elephants, lions, rhinoceroses and several varieties of antelopes. In terms of minerals, Zambia lies within the copper belt which "extends down into Zambia from southern DRC [Democratic Republic of Congo] and contains major deposits of copper, cobalt and other minerals" (Encarta, 2009). Because of abundant waters and waterfalls, Zambia has a potential of becoming a hub of agriculture, tourism and hydroelectricity production not only in southern Africa but the entire Africa as well. However, this comparative advantage has not yet been fully tapped into. Nevertheless, the country currently exports electricity to neighbouring countries such as South Africa and Namibia. Main hydroelectricity production stations include the Kariba, Kafue Gorge, Lunsemfwa and Mulungushi stations (Encarta, 2009).

1.2.2 History

Before the penetration of the British South Africa Company (BSA) in the area now called Zambia, the Lozi, under chief Lewanika, are said to have been the most 'organized' kingdom. After the company consolidated its hold on this area, Lewanika solicited for British protection. Thus a treaty was signed "between the Lozi overlord and a representative of the British South Africa Company in 1889" (Encarta Encyclopedia, 2009). In the north eastern part were other large groups with centralised political entities such as the Bemba and Nguni kingdoms which partly sustained themselves through military power. There were also smaller groups such as the Bisa and Namwanga. To the south were less centralised groups such as the Tonga who largely relied on the religious polity for organisational, economic and leadership purposes. It is these religious institutions that were later transformed into chieftaincy institutions.

In 1924, the then Northern Rhodesia (now Zambia) came under the control of the British colonial office, under the overlordship of the BSA Company. The BSA Company's main interests in the country were its rich copper deposits and the transitory role it would play in its planned construction of the Cape to Cairo route.

In 1953 the Federation of Northern Rhodesia, Southern Rhodesia and Nyasaland was formed. This saw the flow of most resources to develop Southern Rhodesia, with little development in the other two Federates. As a result, the south was enriched at the expense of the north and Nyasaland, and this created an imbalance in terms of development and other benefits from the resources of the Federation. Thus the Federation was abandoned in 1963 because of dissatisfaction that emerged out of the uneven distribution of development and resources amongst the three Federation members. Such discontent was also fundamental in the political agitation of African nationalists as it not only provided impetus but also justified their cause.

In 1964, Zambia attained its independence with Kenneth Kaunda as its first republican president. This was preceded by the formation of two political parties which were instrumental in Zambia achieving independence. The Northern Rhodesian African National Congress (ANC) was formed in 1951. It was followed by the formation of the 'more radical' United National Independence Party (UNIP) under Kenneth Kaunda.

The UNIP government began to exhibit 'dictatorial' tendencies as it stayed long in power. In 1972, for instance, the government enacted a new constitution which transformed Zambia from Multi-party politics into a One-party State. This constitution confirmed and reaffirmed the personal power of Kaunda on both government and the party. In other words, Kaunda was not only president of government and the party (UNIP), he was also commander of the armed forces and had arbitrary powers to detain those found wanting by his leadership indefinitely (Van Buren, 1994: 413), quoted in Byrne, 2004: 6). One of the reasons the UNIP government used to justify this action was that Multi-party politics promoted ethnic rivalries. This action did not create a conducive environment for democracy to thrive. Moreover, ethnic inclination, especially in the political realm, remains one of the major problems to be effectively addressed.

However, in the context of problems that plagued Southern Africa at the time, Kaunda was fundamental in ensuring the peaceful resolution of the challenges that faced the region. He gave support to the South African ANC and to the independence movement in Zimbabwe not only in monetary terms but also in form of providing asylum for those who were running away from political victimization by white minority governments in South Africa and Zimbabwe, such as Thabo Mbeki and Robert Mugabe. Due to this involvement, Zambia became vulnerable to the effects of the conflicts in Southern Africa. For instance, Zambia's transit routes via Zimbabwe and access to ports in the south were blockaded by the minority white rule in Zimbabwe after its Unilateral Declaration of Independence (UDA) from the British government. It became difficult to transport goods from neighbouring countries and access to ports was denied to

Zambia. One of the measures the country undertook to address the situation that the building of the Zambia-Tanzania railways (TAZARA) was embarked on so as to access ports in East Africa. More so, this was compounded by the land-locked geographical nature of the country. Water would have provided a cheaper means of transport during the period the country's southern route was disrupted. The situation improved, especially after Zimbabwe attained independence in 1980 and South Africa had its 'all-race elections' in 1994 (EIU, 1994: 8, quoted in Byrne, 1994: 6-7).

1.2.3 Economy

Since the coming of colonial forces in the 1920s, scholars have suggested that the economy of Zambia has been (and to some extent still continues to be) influenced by the colonial factor. Particularly, Byrne (1994) argues that "Zambia's development has been shaped by a history of colonial domination and uneven development; in particular, the development of a migrant labour economy around copper mining, beginning in the 1920s, and large scale commercial agriculture."

The beginning of extensive mining activities on the Copperbelt marked the country's incorporation into the capitalist world economy on a large scale. Mines drew people from different parts of the country (including some neighbouring countries) to work for wages. As new urban communities began to grow around mining areas, demand for food increased and this provided an impetus for agriculture (both commercial and subsistence) to thrive. For a long time, mining and agriculture have been the backbone of the Zambian economy. From 1924 when the British South African Company (BSA) assumed control of the country, the economy was controlled by the company and the country became part of Cecil Rhode's larger plan of a pan-African mineral exploitation in his Cape to Cairo route project.

Since independence in 1964, the Zambian economy has been categorised into two major 'watersheds'. As described by the CePRA (2002: 19), such "Economic

watersheds include the nationalisation of the economy in 1968 under the Mulungushi Economic Reforms (MERs) that saw the development of a gigantic parastatal sector. In 1990/91, the re-introduction of plural politics coincided with the adoption of far-reaching macro-economic reforms. The latter were in reaction to a prolonged deterioration in virtually all economic and social sectors."

In the decade after independence, the economy performed fairly well because of good copper prices on the international market which provided the country with credit to undertake massive infrastructure and investment projects. However, "Like many countries in sub-Saharan Africa, Zambia has suffered from severe economic crisis and the subsequent adoption of stabilisation and adjustment to address balance of payments deficits has led to further austerity measures. The dependence of the economy on copper, for which the world demand slumped in the mid-1970s and has not recovered, means that the external shock was particularly extreme" (Byrne, 1994: 3).

As a result, the Kaunda government slowly began to be forced to abandon the economic programme begun in 1968, in a series of sweeping reforms that nationalized the larger part of the economy, including the mining and manufacturing spheres. Thus, partly due to pressure from the International Monetary Fund (IMF) and World Bank and the deteriorating economy, the UNIP government adopted a number of reforms in form of structural adjustments. These translated into, among others, scrapping off subsidies on food and other basic commodities, resulting into increased food prices of food. This initial attempt at structural adjustments faced opposition as it sparked food riots on the Copperbelt and Lusaka. Byrne (1994) attributed this to "the political orientation (under Kaunda) and demographic distribution of the country, with a highly urbanised population by African standards, [which] meant that there was considerable opposition to structural adjustment in Zambia such that it occurred fairly late, possibly, worsening the impact." This led to the suspension of

adjustments but the economy only deteriorated further towards the end of the 1980 decade.

The declining economy and “corruption of various kinds, led to crisis of legitimacy for Kaunda’s One-party regime, and [led to] moves towards multi-party democracy, culminating in the election of the MMD (Movement for Multi-party Democracy) in 1992” (Byrne, 1994: 5). The reversion to multi-party politics in 1991/1992 came with “far-reaching macro-economic reforms in 1991 on the back of the tripod of deregulation, privatisation and commercialisation. Under the reforms, the Government scrapped exchange controls, liberalised the banking and financial services sector, removed consumer subsidies, opened up the export and import regime and privatised nearly all parastatal firms” (CePRA, 2002: 14). However such sweeping reforms have been criticised by some scholars on several fronts, including the idea that the exercise was rushed, thereby largely turning out disappointing as poverty levels still remained very high, especially in the 1990s decade. Nevertheless, due to several policy measures that aimed at restoring the economy, especially during the Mwanawasa Government, such as “the Poverty Reduction Strategy Paper (PRSP), Public Service Reform Programme (PSRP), Public Service Capacity Building Project (PSCAP) and the National Capacity Building Programme for Good Governance (NCBPGG)”, the Transitional National Development Plan introduced in 2002, and public sector reform through the Public Sector Development Programme (PSDP), among others, have produced a ‘good’ macro-economic environment in which investment has thrived (CePRA, 2002: 14-15). If properly managed, this has a potential to drive the economy towards a positive trend. However, corruption and institutional deficiencies still remain challenges.

1.2.4 Political and social-cultural background

The pre-colonial period had the institution of chieftaincy as the principal political establishment. However, before the coming of colonialism, some ethnic

groupings such as the Tonga people did not have strong and centralised political structures with chiefs. They instead relied on the institution of religion to provide leadership in a given group. It is such religious institutions that were transformed into political institutions after the start of colonialism.

Since Zambia attained independence in 1964, the political landscape has been compartmentalised into three main 'watersheds'. Following CePRA (2002: 19), "the first comprised the attainment of political independence from Britain in 1964, the second involved the amendment of Article 4 of the Republican Constitution in 1972 to usher in the One-party State, while the third saw the quashing of the same Article to allow for the re-introduction of political pluralism in 1991." At independence, Kenneth Kaunda promised plural politics and his words, though with repression of other political parties, stood up to 1972 when he finally changed the constitution to allow for a One-party participatory politics. Contrary to the independence promise, the period after 1964 was characterised by political repression of dissenting political views. This ensured Kaunda's hold onto power that he virtually became the sole controlling figure of national affairs as he could appoint political favourites to important political and economic positions. This became common after the nationalisation of the economy in 1968 where the president appointed 'politically correct' individuals to fill top positions in parastatal corporations. Thus Kaunda's consolidation of power to himself was helped by such "...a combination of political and economic patronage" (CePRA, 2002: 27). Through skilful and sometimes brutal means, Kaunda managed to suppress any form of opposition to his presidency. Under the pretext that plural politics encouraged ethnic rivalries, Kaunda, in 1972, changed the constitution, particularly through amendment of Article 4 of the Republican Constitution, to allow the introduction of the One-party state in which UNIP was the only "legal political entity" (CePRA, 2002: 27).

In addition to a combination of economic and political patronage, and suppression differing political views, the "West-East ideological differences" helped the survival of the One-party system (CePRA, 2002: 27). The declaration

of the UNIP regime to establish a Socialist State with a humanist face translated into the country accessing money and technical support from powerful, communist oriented nations especially the Soviet Union and Eastern European States. However, when Communism began to disintegrate at the close of the 1980s, the socialist political aspirations of the UNIP government lacked support from powerful international powers. This was compounded by falling copper prices on the international market, increasing fuel prices and the involvement of the country in the liberation struggles of its neighbouring countries. The net effect of all these factors was the shortage of goods and services and an overall deterioration of the economy. Dissatisfaction grew amongst citizens. Thus, such a situation only served to make the MMD's election victory in 1991 against UNIP quite easy.

Socially, in spite of Zambia having been actively involved in supporting the liberation struggles of neighbouring countries like Zimbabwe and South Africa, the country has relatively remained peaceful in the Southern African region. The country has been characterised by some as an "oasis of peace" (CePRA, 2002: 150). Such support entailed that the country became not only a refugee reservoir but a hiding place for Africans who were running away from political persecution in countries such as South Africa and Zimbabwe that were ruled by a white minority entity. Thabo Mbeki, former president of the republic of South Africa, and Robert Mugabe, president of Zimbabwe, are amongst those who were affected by the struggles for independence in their own countries and thus sought asylum in Zambia.

On the gender front, against a cultural background that did not allow women to hold influential positions in society, the country has made progress. It is a signatory to a number of international conventions on gender issues, such as the current 50 percent preservation of political positions to women prescribed in the SADC protocol, and its own approach articulated in the National Gender Policy Document (NGP) document (CePRA, 2002: 35). More so, the country has stressed the importance of educating the girl child and the law has in the recent

past increasingly amended to protect girls (and women) against all forms of abuse such as sexual and physical mistreatment. There are also many NGOs that have taken up the issue of women's rights a 'personal commitment'.

Although there have been improvements, both in terms of access and provision of social services such as health and education, the social sector still faces many challenges. Amongst these include the shortage of materials and teachers in some schools, inadequacy of schools themselves to accommodate every child, lack of modern equipment and medicines in hospitals and other related challenges.

Indigenous Africans are the majority (about 98 per cent) inhabitants of Zambia. These constitute the seven main ethnolinguistic groups that are officially recognised. They include the Tonga, Chewa, Lozi and Bemba. The remaining two percent accounts for people of mainly Asian and European origins. This group also represents people from other foreign countries other than Asia and Europe. There are more than 70 indigenous languages in Zambia, including the seven officially recognised such as Kaonde and Lozi.

1.2.5 Overview of national development planning in Zambia

"A national development plan is an arrangement which explains how government intends to bring about improvements in the economy and to reduce suffering in a country" (CSPR, 2007: 1). National development planning is very important because it among other things provides clear definitions and articulations of national, provincial and district priorities for government decisions and allocation of public resources.

After independence in 1964, Zambia "followed into the steps of the Soviet Union by instituting a program of national development plans, under the direction of the National Commission for Development Planning" (<http://www.wikipedia.com>). From that time (independence), several National Development Plans (NDPs) have been formulated and implemented. They include: Transitional NDP (1964-66); the First NDP (1966-71), the Second NDP, Third

NDP (1978-83), Fourth NDP (1989-83), Transitional NDP (2002); Fifth NDP (2006-2010), and the Vision 2030. Out of these, it was only the first and second NDPs, “which provided for major investment in infrastructure and manufacturing, [that] were largely implemented and were largely successful” (<http://www.wikipedia.com>). To this list we can add the current Fifth NDP Plan which is almost reaching completion in terms of implementation. This was not the case for other NDPs. For instance, the Third NDP had to be abandoned as the government had to deal with the crisis that loomed the economy. Thus, crisis management replaced long term planning (<http://www.wikipedia.com>). Also, the Fourth NDP, which promoted the idea of growth from own resources, could not be effectively implemented as the economy continued to deteriorate. It was abandoned in preference of an open market system after the MMD took office in 1992. As of this time, momentous changes have been experienced. One of the most important lessons learnt as a result of the abandonment of planning pertains to the fact that:

“...even in a liberalised economy, development planning is necessary for guiding priority setting and resource allocation. The absence of planning tends to force us to concentrate on short term needs representing narrow sectional interests thus denying the country the opportunity to gain broad based socio-economic development” (<http://www.dfdi.gov>).

The 1991 abandonment of development planning did not pass without consequences. Some of the costs include the fact that there was no medium term plan for the country to follow as well as to guide public investment priorities for implementation of government programmes. The absence of an organ to oversee plans, coordinate and monitor at provincial and district levels and serve as a link with development priorities at the national level was yet another problem.

As a result of these and other challenges, the MoFNP was tasked by the then Zambian president, Levy Mwanawasa, “to prepare a Transitional National Development Plan (TNDP) by 2002, to run up to 2006.” It was expected that from 2006, onwards, five year development plans were to be prepared. Therefore, the Fifth NDP was launched in 2006, to run up to 2010 (CSPR, 2007: 2).

The last decade has seen the need to extend these short term plans into a long term, commonly understood and shared dream. Thus the Vision 2030 was conceived out of the need to extend the short term plans into a long term development national agenda. Consequently, this long term plan was launched in 2005. The main 'vision' the document postulates is the collective aspirations, understanding and determination of the Zambian people to become "a prosperous-middle income nation" by the year 2030 (<http://www.vision2030.gov>).

1.2.6 Growth of civil society in Zambia

The Government of Republic of Zambia, in the Constitutional Review Commission (p. 589) states that "... civil society refers to non-state groups and organisations that seek to protect popular interest and which enjoy relative autonomy. This broad definition covers...professional associations, sporting clubs, cultural associations, religious groups, trade unions, media organisations, NGOs and socio-economic oriented organisations." It further says that "Social movements, civil society and Non-Governmental Organisations (NGOs) are essentially social structures that represent the ambitions and aspirations of groups of people who want to have an effect on society." Thus civil society are supposed to be watchdog institutions that demand for social change from institutions or people entrusted with the governance of a country, in consonance with the needs and aspirations of the people.

Following CePAR (2007: 23), "non-state actors in Zambia comprise non-governmental organisations (NGOs), community-based organisations (CBOs), Churches, academia, youth organisations and any other bodies and associations formed around common objectives and values and operate outside the realm of government" The Societies Act requires that civil society organizations be registered with the Registrar of Societies upon formation. The Act prescribes basic requirements for registration. They include; "minimum

number of members, payable fees, conditions for deregistration, requirements for annual returns and similar others" (CePAR, 2007: 23).

Like elsewhere, experience has shown that civil society organisations have the potential to hold a political regime accountable and transparent in the management of public affairs. This is achieved through civil society playing a counterbalancing role to the government and "mobilising and processing alternative political voices" (CePAR, 2007: 23). In a country like Zambia where opposition parties are relatively weak and sometimes uncoordinated, civil society can, through advocacy and demand for change, help in setting the national development agenda, which, without a strong civil society, would be left to the ruling party that may largely place focus on maintaining itself in power rather than the welfare of the people. Owing to the manner in which they are formed and funded, and the fact that many organisations are formed by independent people, civil society organisations could be said to be less vulnerable to political manipulation. Thus, they are better placed to criticise the shortcomings of government.

Prior to 1990/91, the political landscape was such that the civil society (that is NGOs, the Church, youth and others), were virtually not allowed to set the economic and political agenda of the country. That was principally because of the nature of the then existing One-party political regime that never allowed space for independent political activities, let alone opinion and dissent. Civil society was seen as a threat to the hold onto power of the government. Consequently, the only civil society organisations that existed were those that were deemed to be "politically correct" in the eyes of the establishment. However, with the advent of multi-party politics in 1990/91, civil society and trade union activism mushroomed.

Today, over 500 non-governmental organisations and community based organisations are actively operating in Zambia. They include: the Oasis Forum (OF); Women for Change (WfC); Non-Governmental Organisations Coordinating

Committee (NGOCC); Transparent International-Zambia (TI-Z); Civil Society for Poverty Reduction (CSPR); Zambia Council for Social Development (ZCSD); and similar others. Their domains range from those engaged in political conscientisation, promotion of gender equality, human rights, environment, orphans and vulnerable children to public policy research and advocacy. While Government admits that the "Civil society plays a significant role in building civic knowledge, attitudes and behaviours necessary to promote change and acts as a counter-balancing force in countries, such as Zambia, with a weak opposition" (CePRA, 2002: 39), its behaviour towards some NGOs that have openly criticised its poor delivery of social services and inadequate democratic credentials has been hostile. In a number of cases, the Government has even accused some civil society organisations such as the Oasis Forum (OF), Women for Change (WfC) and the Inter-African Network for Human Rights (AFRINET) of being in alliance with the opposition. Sometimes, some civil society organisations have been challenged to officially join politics because of their critic on government. In this case, government appears to misunderstand the role of the civil society. More so, operations of the civil society have been partially hindered by the ambiguity of the government's policy on NGOs.

Despite such obstacles from the state, civil society organizations have been instrumental in demanding for change the people desire in terms of not only good governance, but poverty reduction as well. For instance, the Oasis Forum, formed in 2001, was instrumental in blocking Chiluba's schemes to change the constitution so that he could run for a third term. This was done through lobbying, rallies, peaceful demonstrations and protests. The forum was also instrumental in rallying people at national assembly to support the lifting of Chiluba's immunity so that he would be tried in the courts of law over the corruption allegations.

Women for Change, an NGO concerned with women rights and empowerment as well as governance, has been pushing for change towards poverty reduction. It has over the years assisted women in small scale businesses and

organised workshops to encourage traditional leaders to actively participate in governance.

The civil society organisations have also criticised the IMF/WB and Poverty Reduction Strategy Paper's calls to reduce the civil service, on grounds of reduction on remuneration and other emoluments and making the civil service more efficient with a sizable workforce. The civil society challenged the IMF and World Bank to explain whether, indeed, it was true that "...schools, hospitals, the Ministry of Agriculture has more extension officers than we need and the Police is over staffed" (The Post, Tuesday, June 2003: 14).

In spite of the positive strides, the civil society continue to face challenges, other than those from the state. These include inadequate resources and institutional weaknesses of many civil society organisations.

1.2.7 Evolution of the media in Zambia

The evolution of the media in Zambia can be characterised by a tendency of strict control and interference in the dissemination of information by government, especially in the early phase of its development. Before reverting to plural politics in 1991, during the One-party political dispensation, the UNIP government was "intolerant to free media" (CePRA, 2002: 142-143). Privately owned Newspapers such as the *Mirror* and *Ichengelo*, were closely watched by the government and they operated in fear of being closed down. Only the *Times of Zambia* and *Daily Mail* operated without this fear because they were owned and controlled by the government and their style of information dissemination and messages were 'politically correct.'

However, the re-introduction of multi-party politics radically changed the media landscape and allowed for the unrestricted establishment of independent print and electronic media. Plural politics virtually "opened the floodgate of media activity" (CePRA, 2002: 142). Apart from the major print and electronic media houses, the recent years have seen a dramatic increase in the number of community radio stations across the country. In addition, there are a number of

Television stations (for example Muvi and Mobi) and a growing number of magazines. In spite of this remarkable progress in media development after 1991, the problem of media freedom continued (and has continued). Whereas the public mass-media, constituting ZNBC, ZANIS, *Times of Zambia* and *Zambia Daily Mail*, are strictly controlled and act as “government mouthpieces”, private media has also suffered the same fate as it is often regarded with ‘suspicion’ by government (CePRA, 2002: 143). With regard to government owned Media, the Interim Report of the Constitutional Review Commission observed that:

“...public media concentrate almost exclusively on activities of the Government to the exclusion of all other stakeholders and actors in development... the coverage is often biased in favour of the Government and lacks balanced professional analysis...the citizenry, who are the owners of the public media, are deprived of broad-based and balanced information covering all areas of development. This undermines their effective participation in and contribution to development” (GRZ, 2005: 278).

Similarly, private media face constraints especially when they become very critical of the government. More so, private media have been criticised of wanting to destabilise the country in pact with the opposition or international interests. However, despite such constraints, the private owned media has been effective in ensuring good governance through exposing instances of corruption and mismanagement of public resources and affairs by government.

In an effort to address these and other restrictions, so as to have more free access to mass-media, there have been demands in the recent past to pass legislation to ensure a more free media landscape. This has resulted in the formulation of bills that have taken long to be enacted. They are; the Freedom of Information Bill (FoB) and Independent Broadcasting Authority (IBA) Bill. The government has however been dragging the enactment of these pieces of legislation. Another contentious issue recently emerged where the media want self-regulation, on one hand, while government wants this to be enshrined as law. Currently, there are no laws which specify the way the media should conduct itself. Self-restraint and judgment is left to the media. It is for this reason that government feels the matter should be put into law so that any form of misconduct can make a given media house liable to prosecution. However,

different print and electronic media are organised mainly in the Press Association of Zambia (PAZA) but each has its own codes of conduct (CePAR, 2007: 24).

Overall, the government still controls the media. This has been helped by “the Laws relating to preservation of public security and the Public Order Act [which], for instance, leaves critical media open to abuse and harassment by the government” (CePAR, 2007: 24). While recognising the importance of this Act in restricting access to information that may jeopardise national security, the Act has been abused over the type and nature of information that should be regarded as posing security risks and it is not very clear on the type of information whose access must be restricted. As observed by Chanda (1997: 33-47);

“The State Security Act (Cap. 71), for example, severely curtails access to information about government operations. It makes it an offence either to receive or communicate classified information. Unfortunately, almost all information in Government hands can conveniently be classified secret because of the broad nature of the provisions of the Act. Penalties for infringing the Act range from 15 to 25 years imprisonment.”

The table below shows ownership and control of media in Zambia.

Table 1: Print and electronic media ownership and control

	Media	Type of Ownership
1.	Zambia National Broadcasting Corporation	Government
2.	Zambia Daily Mail*	"
3.	Zambia National Information Services	"
4.	The Post*	Private
5.	National Mirror*	"
6.	The Monitor*	"
7.	Ichengelo*	"
8.	Radio Phoenix	"
9.	FM 5 Radio	"
10.	Breeze Radio	"
11.	Radio Yatsani	"
12.	Radio Christian Voice	"
13.	New Nation*	"

* Newspaper

(Source: CePRA, 2007: 20-21)

1.3 Statement of the problem

Although research and experience have shown that communication plays a significant role in the development process, governments and some civil society organisations in developing countries have not appreciated and fully embraced communication functions in their development work.

While literature on the role of communication in development abounds, studies on the nature of communication in government and civil society development contexts are rare in Zambia. Studies suggest that the top-down model of communication is the popular model in Zambia's development process (Kasongo, 1998). The problem is that the literature does not show to what extent the top-down or any other (horizontal or bottom-up) model of communication is actually practiced in government and civil society contexts.

Similarly, rare are studies meant to examine the basis of decisions on communication in policy, planning and implementation contexts, specifically on top-down, horizontal and bottom-up communication.

As such, little is known about the attributes of models (top-down, horizontal and bottom-up) of communication and their relation with other antecedents of communication (such as channels, strategies and sources) in government and civil society development contexts. The Central Statistical Office, corroborate this observation in the quotation below:

"There has been an unprecedented increase in the demand for statistics to inform on national development processes. In particular, there is a lot of demand for quality statistics to track progress being made towards meeting the targets that are set in the National Development Plans (NDPs), MDGs as well as the Vision 2030 which identifies a number of development goals" (CSO, *The Monthly*, vol. 80, November 2009).

From the quote, it is possible to suggest that there is generally a lack of research to generate information to inform development policy, planning and implementation. By extension, there is a lack of information on the attributes communication in Zambia's development process.

Further, literature available is either somewhat general or institutionally based to underpin a clear profile of communication in Zambia's development process, particularly in relation to policy, planning, and implementation. Thus, little information available is not sufficient to paint a clear picture of communications in the Zambian context.

The proposed study therefore seeks to investigate this area of communication in development work which has not yet been given the necessary attention (see Jayaweera and Amunugama, 1987), with a focus on attributes models of communication and their relation to other antecedents of communication.

1.4 Justification

This study is significant in that it will provide valuable data on the nature of communications in Zambia's policy, planning and implementation contexts. It will help to classify government and civil society communications in respect to top-down, horizontal, and/or bottom-up approaches of communication.

It is also important because it shall provide data on which to base policy, planning and implementation decisions in respect to communication. Presently (at the time of the study), it is not clear on what basis communication decisions, especially in government development work, rests because there is generally a lack of quality statistics to inform on 'national development processes' (CSO, 2009). This data will enable development agents come up with effective interventions in their execution of development work. Studies (for example Rodgers, 2005) have found that communication helps improve effectiveness and ensures sustainability of programmes and projects.

Besides, the study will generate knowledge and new insights in the field of communication for development. Therefore this research will add to the existing literature and extend existing chronologies to include new realities that may help characterise the field. While literature on communication for development generally abounds, there is little literature specifically tailored to the Zambian situation. The tendency is that either the literature available is generalized or

institutionally based in nature that it defies a clear depiction of communication in development efforts in Zambia, specifically the government and civil society contexts.

Finally, the study shall produce a profile of communication that could help the better understanding of communications in government and civil society development work.

1.5 Research objectives

The study sought to achieve the following objectives:

1. To examine the models of communication used by MoFNP and ZCSD in their outreach communications;
2. To investigate the attitudes of MoFNP and ZCSD personnel towards their communications;
3. To establish attributes of communication variables (channels, messages and sources) in relation to models of communication in government and civil society development contexts;
4. To find out communication strategies used in government and civil society contexts and their effectiveness; and
5. To assess perceptions and preferences of the audience toward development messages by the Ministry and the civil society organisation.

CHAPTER TWO

CONCEPTUAL AND THEORETICAL FRAMEWORK

2.1 Introduction

In this chapter, main concepts and theories are operationalized. The study is informed by the conceptual and theoretical framework that outlines main 'watersheds' in the development of communication for development models. They are; Modernisation, Over-dependency and Multiplicity (participatory) paradigms. These are supplemented by the Diffusion of Innovations and Two Step Flow of Information theories. Concepts that shall be defined and operationalised are: top-down; bottom-up; horizontal communication; participation; communication for development; national/organizational planning; and Vision 2030.

2.2 Definition and operationalisation of concepts

2.2.1 Development

Development is in this research used to refer to both the process and a goal in bringing about social change in order to improve the living standards of people. However, there is no single accepted interpretation of what social change entails, nor is there a generally accepted standard to measure improved living standards.

2.2.2 Communication and information

Communication is a situation where messages flow between institutions, people, and media, with or without feedback, whereas as 'information' is used mainly to denote the contents of a message.

2.2.3 Development communication

The term is used to refer to 'the planned and systematic application of communication resources, channels, approaches and strategies to support the goals of socio-economic, political and cultural development'.

2.2.4 Top-down communication

The term denotes one-way traffic or top-down flow of messages from sender to receiver.

2.2.5 Bottom-up communication

Bottom-up communication strategies entail empowering of local communities as they enhance a certain level of participation in the development process.

2.2.6 Horizontal communication

The term denotes 'the greater need to involve local residents in developing messages they think would be intelligible and persuasive for peers in other communities and in developing and employing the means of conveying such messages'. Horizontal approaches involve communication methodologies emphasizing access, dialogue and participation.

2.2.7 Participation

Participation 'translates into individuals being active in development programmes and processes; they contribute ideas, take initiative and articulate their needs and their problems, while asserting their autonomy'.

2.2.8 Models of communication

Model of communication is in this research used as synonymous to approach of communication. The approaches of communication that were under study are: top-down, horizontal and bottom-up models of communication.

2.2.9 Comparative

Comparative is here used to only refer to thematic comparisons as opposed to statistical correlations.

2.3 Conceptual framework

Concepts that were under study were based on the conceptual model which suggests that communication in developing countries' development process has evolved from the Modernisation, to the Marxist, and to the Emancipatory Paradigms.

The evolution of theoretical models in development communication has been characterised by a gradual shift from a top-down to more participatory communication approaches. Bessette (2004) describes this trend as follows: "the experience of the past fifty years has demonstrated the crucial importance of communication in the field of development. Within this perspective of development communication, two trends developed successively: an approach that favoured large-scale actions and relied on the mass media, and an approach that promoted grassroots communication (also called community communication) via small-scale projects and use of small media (videos, posters, slide presentation, etc.)." Further, Bessette points out that these trends are linked to the evolution of the development and communication models that have marked development efforts up to now and they still co-exist today to various degrees within the field of development communication.

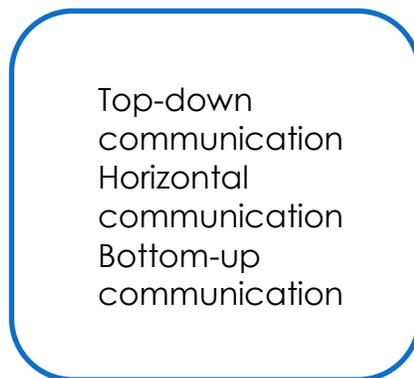
In Zambia, rare are studies meant to examine to what extent this framework has been fulfilled in both government and civil society contexts. 'Historical' studies suggest that top-down communication has been 'dominant' in development work. This probably explains why many development interventions have not been successful and sustainable. Communication and development experts recommend approaches that begin with the grassroots. However, little is known about these approaches of communication in Zambia. This research, which seeks to establish a communication profile of the models of communication on

Zambia's policy, planning and implementation contexts will generate data on which to base policy, planning and implementation decisions in both government and civil society, to help improve effectiveness of programmes and projects, and to add knowledge to existing literature in development communication.

Concepts that were composed the study are as depicted in Figure 2 below. The study largely descriptive in that sought to establish the attributes of top-down, horizontal and bottom-up communication as they were investigated to provide their present (at the time of study) picture, status or characteristics. To some extent the concepts also attempted to find out whether other communication variables such as messages were dependent on the existent model(s) of communication in a particular development context, and factors (intervening variables) that might affect such a relationship (if any).

Visually, the conceptual framework is as follows in Figure 1:

Figure 1: Concepts



2.4 Main theories

The theoretical foundations that informed the study are: Modernisation theories (specifically Diffusion of Innovations Theory and Two Step Flow of Communication Theory); Over-dependency/Marxist theories; and Emancipatory/Multiplicity theories.

2.4.1 Modernisation paradigm

Following Scrampickal (2006: 4-5), the modernisation theory “simply held that the developing countries needed to adapt new technologies (including communication technologies) and increase production at all levels which could lead to development.” The role of communication was simply the “transfer of technological innovations from development agencies to their clients, and to create an appetite for change through raising a climate for modernisation among the members of the public” (Rodgers, 2005). As such, the paradigm followed a top-down or one-way flow of information from policy makers or other development agents to the beneficiaries. Benefactors were considered to be all knowing and drafted development projects in their offices without actively involving intended beneficiary communities, while beneficiaries were merely treated as passive recipients of development programmes and information.

The paradigm was developed in the 1960s when American Universities undertook large scale research on development communication. It is largely associated with Lerner and Schramm (1967), and Rodgers (1962). Particularly, the concept of the link between communication and development is said to have come to scene with Daniel Lerner's publication of a book titled *The Passing of the Traditional Society* in 1953. The book's content constituted findings of Lerner's research in the Middle-East and North Africa in which he “...was able to trace correlations between expanded economic activity and other modernisation variables such as urbanisation, high literacy levels, media consumption and political development which he defined as voting” (Rodgers, 2005). Further, Lerner argued that in communicating development messages to

less developed nations, the media could accelerate the development of these areas, a trend he termed the 'multiplier' effect of the media.

Wilbur Schramm, under the sanction of the United Nations Education, Scientific and Cultural Organisation (UNESCO), followed through and built upon Lerner's ideas. He attempted to determine the "precise role that mass media played in development" (Rodgers, 2005).

There are other communication theories under this paradigm. Those relevant to this study are Diffusion of Innovations and Two Step Flow of Information theories. We discuss each one of these below.

2.4.2 Diffusion of Innovations Theory

This theory was developed by Everett Rodgers around 1962. It is about how innovations are adopted, accepted or rejected in society. The theory was largely grounded in agricultural research that Rodgers undertook and he thus recommended that it could be used to introduce "innovations such as high yield seeds, fertilisers and new farming methods to developing societies" (Rodgers, 2005).

The main processes in the diffusion theory involve:

- (i) An innovation – refers to an ideal practice or object that is perceived as new by an individual or unit of adoption.
- (ii) An individual or other unit of adoption that has knowledge or experience with using the innovation.
- (iii) Another individual or unit that does not have knowledge or experience with the innovation.
- (iv) A communication channel connecting the two.
- (v) Time – How long does it take for a person in the community to accept or reject an innovation after it has been introduced to them?

2.4.3 Two Step Flow of Communication theory

According to Defleur and Ball-Rokeath (1989: 127), this theory has its roots in a study done by Lazarsfeld, Barelson and Gaudet in the United States of America (USA). It is premised on the argument that informal social relationships play a vital role in influencing the manner in which individuals select content from media campaign messages, and that they are influenced by such content.

The process of messaging is such that members of a family, friends and others, who are directly exposed to the media, bring messages from the media to the attention of others, who are themselves not directly exposed to the media. Those who are directly exposed are considered opinion leaders since they influence views of others who are not directly exposed to the content of the messages. However, the theory was later criticised on grounds that the flow of information is not always two-way, other forms of information flow are possible.

2.4.4 Over-dependency or Marxist paradigm

The dependency theory developed out of the criticism of the modernisation theory in the mid to the late 1960s (Scrapickal, 2006: 6). The main thesis of this theory was that the process of adapting modern technologies made developing nations ever more dependent on developed countries. Another critique pertained to the issue that such innovations could not be transferred in the same way in different areas as some nations did not have basic infrastructure such as electricity and transportation. Overall, critics of the diffusion model challenged it on its emphasis on “pro-innovation”, “pro-persuasion” and “top-down nature, that is, its [lack of] strong emphasis on recipient input into the development decisions and processes” (Cole, 1989, in Scrapickal, 2006). As put by MacBride (1980, in Scrapickal, 2006: 5), “The dependency argument played an important role in the movement for the New Information Order in the 1970s.”

In this paradigm, the focus of communication for development shifted from mere transfer of innovations to seeking “indigenous knowledge, participation

and empowerment” (Scrampickal, 2006: 5). In other words, the model emphasised on “a process of consensus building and resistance to western models of development, drawing its energy and ideas from the people affected by the development” (Rodgers, 2005). On this basis, critics linked the diffusion (modernisation) paradigm to the idea of neo-colonialism, arguing that modernisation ensured the perpetuation of the control and manipulation of the developing nations by the more developed countries or groups through indirect means such as the control of international trade and mass media (Rodgers, 2005). The model was seen as another way that reinforced capitalist expansion and domination. These ideas dominated the deliberations of a group of experts at the First Annual Latin American Seminar on Participatory Communication, organised in collaboration with the UN. This approach virtually marked an intellectual shift in the basic conception of development communication.

Much of this change towards a more participatory approach has been attributed to the work of Freire in the 1970s. He was an Educational theorist who modified the concept of education by stressing that education should lead to awareness rather than it being a “banking” model in which the teacher deposits knowledge, while learners “patiently receive, memorise and reproduce” whatever was transferred to them. This, according to Freire, only serves to “increase the recipients’ dependence upon the teacher and to perpetuate their oppressed conditions” (Scrampickal, 2006: 5). To reverse this oppressive condition, the student needs to be conscientised to make him/her aware of their condition. It is this conception that other scholars followed on, developed the ideas and added their own perspectives.

2.4.5 Multiplicity or Emancipatory paradigm

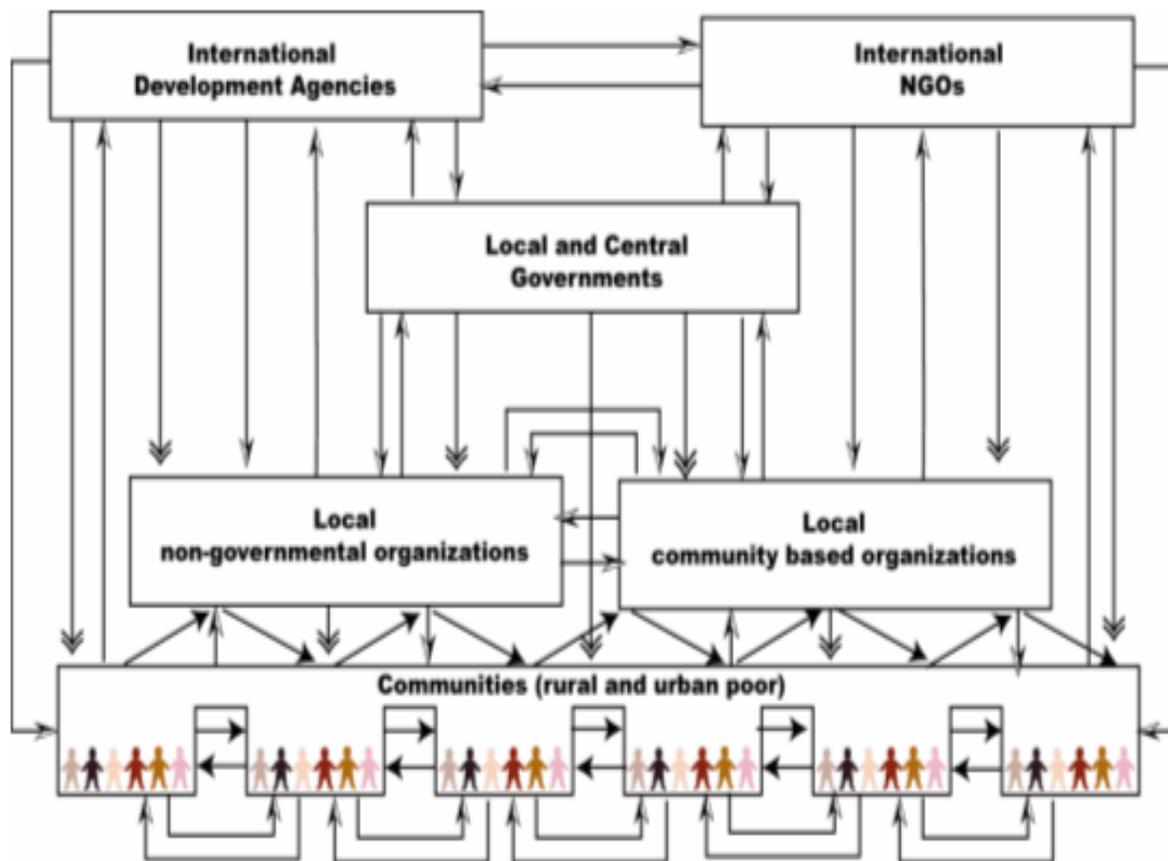
In this theory, the emphasis is on the two-way flow of information in communication and development processes and strives to distance people from “one-way communication approaches that involve disseminating messages, transmitting information, or persuading people to change their

behaviour” (Scrampickal, 2006: 6). Instead it places emphasis on horizontal approaches that “encourage dialogue centred on problem analysis and a search for solutions, as well as bottom-up approaches that aim to raise the awareness of decision makers” (Otsyina and Rosenberg, 1997, in Scrampickal, 2006: 6).

Whereas in the dependency paradigm participation entails a “national level emphasis on the relationship between communication and politicization with a political participation starting at the lower levels”, in the participatory approach, emphasis is on “grassroots” participation (Scrampickal, 2006: 6). Like its predecessor (dependency theory), the multiplicity paradigm was also inspired by Freire (1970) in its formulation, especially on the aspect of participation. The difference between the two, though, appears to be in the area of emphasis. Where dependency stresses on the need for community participation with the aim of influencing higher levels through communication, horizontal approaches places emphasis on grassroots communication, based on mutual understanding between higher authorities, development agents and beneficiaries. This renders its being horizontal in nature and thus seeks to directly involve the poor in the communication process (Bessette and Rajasunderam, 1996, in Rodgers, 2005).

Overall, the three theoretical orientations, the directions of information flow in the communication process amongst different stakeholders (International Development Agencies, International NGOs, Local and Central Governments, local NGOs, local community based organisations and communities – rural and urban poor) in the development process, and the main proponents of these theoretical models, have been comprehensively presented by Rodgers (2005) in the theoretical model in figure 2 below.

Figure 2: Development communication framework



- > **Srinivas Melkote and Jan Servaes**, among others: Development Communication should emphasize a process of consensus building and resistance to western models of development, drawing its energy and ideas from the people affected by the development.
- > **Daniel Lerner, Wilbur Schramm**, as well as early **Everett Rogers, Erskine Childers**: Development Communications as a "top-down" approach to transfer ideas and technology from industrialized countries to the poor in an effort to kick-start their development.
- > **Later Everett Rogers**, some elements of **Erskine Childers**: Development Communications as a combination of top down, bottom-up and participatory approaches to communications, to achieve both a "buy-in" of the local population and to obtain and diffuse appropriate local technologies. A combination of centralized and decentralized diffusion systems.

(Source: Rodgers, 2005)

CHAPTER THREE

LITERATURE REVIEW

3.1 Introduction

Chapter three presents literature relevant to the study. Literature is presented in a three-fold pattern – international level, developing countries (particularly Africa), and Zambia. At the international level, studies done by the UN and its specialized agencies as well as other international development agents is reviewed. Literature reviewed at developing countries level was largely drawn from the African continent. In Zambia, studies in rural and urban Zambia are reviewed.

3. 2 Literature review

Literature review on the subject under study is centred on a number of factors emanating from within the communication and development settings. There is sufficient evidence that shows that communications play a central role at every level of the development process. In respect of this realisation, at the level of world governance, the UN system and its specialised agencies has made several resolutions pertaining to the deliberate and full incorporation of communication in development programmes. For instance, the ninth UN Roundtable on Communication for Development that was held in October 2004 called for a dedicated percentage of projects budgets to be committed to communications-related activities. Similarly, other UN resolutions and recommendation have reaffirmed this importance – that a deliberate and adequate incorporation of communications in development efforts is central in the success and sustainability of any endeavours to achieve human development. One such example is the UN Resolution A/59/207 declared in August 2004 which called for increased resources to be redirected towards effective communication programmes in development (Rodgers, 2005).

Several UN specialised agencies have attempted to adequately incorporate communication in their development efforts in different countries they operate. FAO is one of the specialised agencies that have been actively involved in issues of communication and development. The organisation has been sanctioning and funding studies that aim at finding ways of better utilising communication in agricultural development work. In a paper written for the FAO, Fraser and Villet (1994) promoted “the concept of communication as key to development.” The authors further noted that if development projects were to succeed, participation was vital and they argued that “communication is central to effective participation.” Participation becomes important in that “unless people themselves are the driving force of their own development, no amount of investment or provision of technology and inputs will bring about any lasting improvements of their living standards. Participation enables the participants to become the principal actors in development programmes, it empowers people at all levels to recognise important issues, find common grounds for action, and participate in the implementation of their decisions.”

Further, following Fraser and Villet (1994), the potential for communication lies in the following two areas:

1. Communication approaches allow better planning and programme formulation through consultation to take into account the needs, attitudes and existing knowledge of stakeholder groups. They also improve coordination, teamwork and wider institutional support in development programme management and facilitate people's participation and community mobilisation.
2. Communication, media and techniques can be powerful tools to advise people about new ideas and methods to encourage adoption of those ideas and methods and to improve training overall.

Other UN agencies provide literature on recent research on communication and development. The UNCDF in 2005 conducted a comprehensive survey on development communication. This study “examined the development of the various theoretical frameworks that define the practice of development communication, and then reached out to the international development

community through a survey to discover: (a) whether an assumption that development communication is not sufficiently appreciated by decision and policy makers in development organizations is correct; and (b) if it is, what possible reasons there could be for this" (Rodgers, 2005).

The findings of this assessment were that "where this assumption... [was] correct, possible reasons for it could be (a) a deficiency of empirical indicators on which policy makers can base their budgeting decisions; and/or (b) a lack of effective communication between those that advocate for development communication and those at the top of the organizational hierarchies" (Rodgers, 2005). While these results are useful in understanding communications in Zambia, they are yet to be confirmed or refuted through research done in Zambia. In the case where they conform to the observation, contextual variations are yet to be established.

Besides the UN system and its specialised agencies, the Development Communication section of the World Bank has sanctioned many researches in this area. According to Mwangi (2002, in Rodgers, 2005), "The World Bank and the United Nations Development Programme embraced the theory [of the important role of communications in development] wholeheartedly and funded thousands of development extension projects, located in rural areas in developing countries, where trained agricultural officers would use media such as radio to expose farmers to these innovations."

Another international organisation with substantial amount of literature and research on communication and development is the Overseas Development Institute (ODI). The ODI, on its website lists literature reviews of many papers, researches, books and journals on development. On this catalog, there are reviews on research and other works on communication and development. Amongst these works are those by Allor (1995), Burke (1999) and Chapman (2003).

Allor (1995, in <http://www.odi.org>) in his work titled 'Relocating the Site of the Audience' presents several theoretical approaches that are critical of the notion of "passive recipient audience implied by linear approach to communication." Instead of assuming a passive audience accepting messages without question or query, such approaches contend that different audiences are actively involved in the process of interpretation of messages "through different responses ranging from adoption to questioning to resistance. The responses are determined at several levels by the audience's practices, individual identities, and fantasies" (Allor, 1995). In other words, this review examines the fact that since audiences are actively involved in interpreting new messages they receive through varied mediums and at the same time attempt to fit them into their existing identities, beliefs and attitudes, original meaning is changed or moulded during the process of communicating such that these messages assume a varied range of meanings.

Such shifts in meaning may occur at different levels. Feminist criticism, for instance, contrasts differences in meanings made between readers and receivers of messages on the basis of sex – maleness and femaleness. Research has shown that male and female audiences are likely to respond differently to certain messages. This entails that following a uniform communication model may not be sufficient in communicating development messages to different levels and audiences as these are received differently by different people and at varied levels. Put in other words, if development information has to be communicated effectively and expected to have a positive and lasting impact on beneficiary communities, communication needs to be tailored to the specific needs of different communities, considering their unique characteristics, aspirations, identities, values, attitudes and beliefs. That is why participatory approaches to communicating development are today at the centre of communication for development discourse. This is because it addresses many of the deficiencies of the top-down or bottom-up approaches.

In addition, Burke (1999) prepared a guide on Communication and Development. The preparation of this guide was sanctioned by the Department for International Development (DFID) for use in their efforts to improve on their development activities. Burke, in the guide, indicates shifts in the institution's efforts of fighting poverty. He argued that although communications have been central to the institution's development efforts, it has in the recent past seen a shift towards a "much stronger emphasis, with a growth of interest from all advisory groups and most geographical divisions" (Burke, 1999, in www.odi.org.uk/rapid/projects/RO163). The rationale for such a shift is that such "broad-ranging programmes give far greater scope of innovative communications activities with new partners" (Burke, 1999). The idea is that if poverty reduction efforts are to be effective, Burke says that "it is vital that channels of communication involve poor and excluded people." Involvement of the people in development programmes, governance and in society is a right. Such an engagement of different stakeholders "involves many complex communications issues, whether it takes place at a village level or in policy debate" (Burke, 1999).

Further, Chapman *et al* (2003), provide one of the most recent and comprehensive literature under the ODI list. In his paper 'Rural radio in Agricultural Extension: The example of vernacular radio programmes on soil and water conservation on N. Ghana', Chapman *et al* examine the power of radio as a communication tool. According to him, "experience with rural radio has shown the potential for agricultural extension to benefit from both the reach and the relevance that local broadcasting can achieve by using participatory communication approaches" (Chapman *et al*, 2003, in www.odi.org.uk/rapid/projects/RO163).

The paper further examines the importance of information sharing at the local level and the need for opening wider information networks for farmers. Following Chapman *et al*, the research findings of this paper revealed the following:

- (i) Rural radio can be used to improve sharing of agricultural information by remote rural farming communities.
- (ii) Participatory communication techniques can support agricultural extension efforts, especially using local languages and rural radio to communicate directly with farmers and listener's groups.
- (iii) A format that combines a drama performed by local actors' corresponding thematic discussion is popular amongst those listening to agricultural extension radio programmes.
- (iv) Targeted audience research can help to determine programme content, programme schedules and the preferences of listeners regarding the mix of information and education in the format.

Chapman et al (2003) further listed the policy implications of these findings. They stated that:

- (1) There is need for national communication and media strategies which incorporate pluralistic approaches to the media within the more traditional centralized broadcasting and information systems and promote the cross-sectional importance of information and communication in budgetary planning processes such as Poverty Reduction Strategy Papers (PRSPs).
- (2) The national policy environment in many developing countries could be improved through legislation to encourage independent community broadcasting including streamlined licensing and subsidies for new information services such as FM stations, internet providers and rural telecommunications services.
- (3) Governments and donors should invest in up-to-date sociolinguistic analysis of the numbers and geographical dispersal of minority languages with a view of improving information services such as government public service information, broadcasting and research networks.

In the developing countries, and Africa in particular, Intermedia, a research based consultancy organisation based in Kenya, London and Washington D.C, provides one of the most recent research work on communication and development. The consulting group specialising in communication and media research conceived an online tool and research program providing essential media use and communication information on developing countries from a bottom-up perspective. The program is known as AudienceScapes and it is based on in-depth analysis by a research team. This research program and

interactive website is designed to “help members of the development community:

- (1) To find better ways of to communicate with local stakeholders;
- (2) Assess local needs in media, communication techniques, development information and development policy; and
- (3) Determine and support the information needs of development policymakers (<http://www.AudienceScrapes.org/>).

The research program has produced country profiles on communication and development of some African and other developing countries and areas. African countries that have been profiled include; Zambia, Mozambique, Sierra Leone, Ghana, Kenya, Uganda and Liberia.

The AudienceScrapes surveys are essentially concerned with documenting, in profile form, matters of communication and development, considering variables such as health, demographics and the development context (that is; politics, development priorities, hanging development progress and development topics and news preferences).

In Zambia, for example, the AudienceScrapes survey sought “...to better understand how they gather, assess, share and disseminate policy-relevant information. In particular, this study focused on how the global development community can best support the policy process from an informational point of view” (<http://www.AudienceScrapes.org/>). Some communication behaviours that were found prevalent amongst Zambian policy makers include: For policy-relevant information, decision makers rely heavily on organized, formal channels of communication; Traditional media, particularly domestic radio stations, are a key daily source of news and information on current events for Zambian policy actors; and New media and communications technologies are rapidly transforming the way Zambian policy actors gather information; the internet has already become an essential source for collecting background data necessary for policy work. This study has provided insights of communication in Zambia's policy environment. However, in its scope it

concentrated on communication 'habits' of policy makers leaving out some core communication issues.

Kasongo (1998) in his paper 'From Development by Effects to Development by Contexts via Communication' achieves in demystifying the practice of communication in the development landscape in Zambia. This paper was based on research that was conducted "in rural communities in Zambia and one in a South African township in 1996-7" (Kasongo, 1998, in www.odi.org.uk/rapid/projects/RO163). In the paper, he outlines two major approaches to development communication. In the first, the paper "reviews top-down externally driven development practice, as conventional and still popular model". The author argues that in this model, both "information and resources are channelled downwards to the grassroots" in a top-down manner – from the higher level to lower levels. Such a one way flow of information and resources was expected to produce results after an adequate amount of time. But, as put by Kasongo, this model has proved the opposite because even after a very long period of media exposure, it has not yet produced the promised results.

Secondly, Kasongo reviewed another model which he "associated with participatory communication at all levels." He recommends this model for use in development efforts as it promotes a community development and allows development to take place in consonance with conditions of different communities. Kasongo's (1996-7) offers insights into the approaches of communication existent in Zambia's development process. However, studies are required with a different methodical approach. One such approach is to attempt to study models of communication in a holistic manner, where the models are examined as an ecosystem in the development process.

In terms of Non-governmental organisations, Edwards (1994) provides one of the most recent and comprehensive literature. In his paper 'NGOs in the Age of Information', Edwards associates the rise of NGOs to the emergence of the

information age. He argued that NGOs have competence in linking information, knowledge and action in efficient and relevant ways. He advances three factors that aim at accounting for such competence of NGOs in this area. These are:

- (1) NGOs have direct access to fieldwork and local accounts;
- (2) NGOs normally have offices spanning the different levels of global systems, and therefore information can flow easily between the grassroots, NGO local offices, NGO headquarters and NGO lobbying activity in global centers; and
- (3) NGOs' value base implies a democratic approach to communication that emphasizes openness, sharing and non-hierarchical communication channels.

Further, Edwards asserts that such distinctive capability in handling information serves four main purposes. The first and second purposes pertain to the "management systems and strategic plans, and ... processes of institutional learning" of NGOs. The third is concerned with advocacy, particularly through the systematic use of grassroots information to influence government and donor policies. Accountability is the fourth purpose. NGOs are accountable to higher levels (donors) and lower levels (communities). However, such accountability tends to be biased towards donors, leading to the communication process following a one-way flow of information, rather than the purported uni-directional flow.

However, Edwards also identified possible information barriers within NGOs. They include: "internal organisational obstacles; problems with representativity and the images that are used; and the gap between raw information and knowledge" (Edwards, 1994). To these problems, solutions were proposed. They include "Organisational decentralisation, viewing information as an integral part of all organisational processes, emphasising the need for information to be relevant and taking advantage of the opportunities provided by information technology.

3.3 Conclusion

From the review of literature above, it clear that the many development interventions follow a top-down, linear technocratic process. However there is generally lack of evidence to ascertain to what extent top-down communication is practiced in policy, planning and implementation contexts in Zambia. Although, studies and experience indicate a shift from top-down to bottom-up communication, rare are studies that show the extent to which such a shift has occurred especially in the Zambian context.as such a profile is yet to be established that could reflect communications in policy, planning and implementation contexts.

CHAPTER FOUR

METHODOLOGY

4.1 Introduction

This chapter outlines the methodology that was used to address the set out objectives of this research. The study triangulated various research methods and techniques. Following Simwinda (unpublished: 7) triangulation in social research “refers to the combination of two or more theories, data sources, methods, or investigators in the study of a given phenomenon.” This research generally used a combination of quantitative and qualitative research techniques. The use of this approach was important or justifiable because it helped to “...capture a more complete, holistic and contextual portrayal and reveal[ed] the varied dimensions of the given phenomenon” (Simwinda, unpublished: 7). More so, as observed by Patton (1990: 10-11, in Simwinda, unpublished), recent trends in research “...have led to an increase in the use of multiple methods, including combinations of qualitative and quantitative data.” As such, the use of both qualitative and quantitative techniques somewhat becomes inevitable because “All quantitative data is based upon qualitative judgments; and all qualitative data can be described and manipulated numerically” (Trochim, 2006).

4.2 Research questions

The research attempted to answer the following research questions.

1. Which theoretical model (top-down, bottom-up and/or horizontal) do outreach communications by government (MoFNP) and/or civil society (ZCSD) reflect?
2. How do the staff of the two institutions perceive their communications outreach work?
3. What are attributes of channels, messages and sources of communication in the two institutions, in relation to models of communication?

4. Are the communication strategies used by the MoFNP and the ZCSD effective?
5. How does the audience perceive and prefer development communications/messages?

4.3 Methods

The study adopted a triangulation of methods and techniques research strategy. Quantitative and qualitative were blended to gather relevant and sufficient data. Specifically, qualitative techniques which were used were: Field Research (during the three months attachment); FGDs; and in-depth interviews. On the other hand, quantitative approaches constituted the self-administered questionnaire that was administered to both the staff and audience samples.

The qualitative approach which involved the use of the Field Research approach (during the three months attachment), In-depth Interviews with key informants or staff that constituted the sample and FGDs were conducted in two sample institutions (ZCSD and MoFNP). In respect to the In-depth Interviews, respondents were identified in terms of the role(s) or position(s) they held in respective study organisations. The researcher used a semi-structured interview guide as an aid during the interview process. With regard to the FGDs data collection tool, it was aided by the interview guide to collect detailed information. This tool was very vital to this research as it allowed the researcher to tap into the deep-seated feelings, perceptions and views of respondents. Thus it supplemented the researcher's own observations during the period of attachment to one of the sample organisations and the in-depth interviews which were conducted on key personnel.

Quantitative methods involved administering of a structured questionnaire which helped to obtain respondent's views and attitudes on communications and development. The study used two questionnaires. The first was used to

gather data from both the MoFNP and ZCSD personnel. The other was used to collect information from the audience. Membership to these samples was drawn from Lusaka urban and Chongwe rural, within Lusaka province (while accounting for varied sub-categories within each of these categories such as high, middle and low density areas and villages). The questionnaire consisted of more closed-ended questions, with few open-ended questions.

4.4 Sampling procedure

Data was collected from four study areas within Lusaka province, namely Lusaka urban (N'gombe, Helen Kaunda, and Chudleigh), Lusaka rural (Chongwe), Ministry of Finance and National Planning (MoFNP), and Zambia Council for Social Development (ZCSD).

In respect to Lusaka urban sample area, the multi-stage sampling procedure was used. This procedure was selected because “By combining different sampling methods we are able to achieve a rich variety of probabilistic sampling methods” (Trochim, 2006).

As a *first stage* in the process, a one-stage cluster sampling was administered. Using a map obtained from Lusaka City Council, a random sample of clusters (e.g. Munali, Kabwata etc.) that compose Lusaka was taken. Clustering reduced the ground covered as the geographical area under study was disbursed. By extension, it made the research manageable and affordable in respect to available time and resources.

The *second step* involved administration of the stratified sampling process within the clusters. Based on population density, the clusters were stratified into High, Medium, and Low Density areas using the sample frame obtained from Lusaka City Council. There are two reasons for stratification: 1. It assures that the sample be able to represent not only the overall population, but also key subgroups of the population; and 2. It generally has more statistical precision than simple random sampling.

In the *third stage*, a simple random sampling procedure was administered, using the computer random number generator, so that only three locations, representative of High Density, Middle Density and Low Density Areas, were selected. The areas that were randomly picked were N'gombe (high density), Helen Kaunda (middle density), and Chadleigh (low density).

The *fourth stage* involved breakingdown each of the three areas (N'gombe, Helen Kaunda and Chadleigh) into Census Supervisory Areas (CSAs) sub-clusters using aerial census maps that were obtained by the researcher from Central Statistical Office (CSO). The resultant CSAs from this process were CSA 17 for N'gombe, CSA 2 for Helen Kaunda, and the lone CSA 15 for Chadleigh.

Then, each of the CSAs above was subdivided into Section Enumeration Areas (SEAs), after which a simple random sampling procedure was administered on SEAs that made up a given CSA separately. The outcome was that SEA 4 for N'gombe, SEA 1 for Helen Kaunda and SEA 3 from Chadleigh were randomly selected for administering of questionnaires.

Finally, to select specific households for distribution of questionnaires, a systematic random sampling procedure was used in which the total number of households in a given SEA was divided by the required number of households, so that an average number that guided that count between the households was generated.

For MoFNP, ZCSD, and Chongwe rural, a purposive sampling procedure was administered because respondents to be included in the sample were already earmarked. Hence the researcher administered research instruments to a subject who was contacted first and fitted the specification. Prior appointment was sought for respondents with busy schedules.

4.5 Data gathering procedure

The data collection exercise begun around mid 2011 (June) and was done within approximately three months. Specifically, the researcher distributed questionnaires to individuals that constituted the sample. After distribution of questionnaires, respondents were requested to fill in their responses within one or two weeks.

In the case of the In-depth Interview and FGDs, the researcher sought appointments from key informants from both organisations. Thereafter, In-depth Interviews and FGDs were conducted with the researcher recording through note-taking the views of respondents. The researcher was helped by an unscheduled or semi-scheduled interview guide to keep the In-depth Interviews and FGDs in line with the set objectives.

In respect to Lusaka urban, the researcher distributed questionnaires to identified households, using respective systematic intervals to determine households for distribution of questionnaires. For Lusaka rural (Chongwe rural), the researcher was guided by the village sub-divisions and distributed questionnaires randomly. Where respondents, mostly from the rural sample area, were not able to read or understand the questions well, the researcher helped by translating into a local language they would understand and filled in responses of those who could not write. Respondents (of both Lusaka rural and urban) were asked to complete their questionnaires within two weeks after which they were collected for comprehensive analysis with other data that were collected from other research instruments.

4.6 Data analysis

The data analysis process commenced during the data collection exercise by way of arranging notes collected from the field and relating them to research objectives and in accordance with salient themes of the Research. Thereafter, emerging themes related to objectives were identified, described and interpreted. These were analysed within the analytical framework that informed

the study. Finally, these were supplemented by respondents' own words, in form of important quotations that were drawn from their responses, from the questionnaire's open-ended questions, In-depth Interviews and FGDs.

The Statistical Package for the Social Sciences (SPSS), version 16.0, was used to analyse data that was collected. Data obtained from Field Research (during the three months of attachments), In-depth Interviews, FGDs and open-ended questions within questionnaires (in the structured questionnaire) was first grouped under identified variables before being coded together with data from closed-ended questions from questionnaires. Coded data was then entered into the computer software for analysis, numerically. Then relevant variables were cross tabulated to establish the relationships that would have existed between the variables.

4.7 Summary

The study adopted a triangulation of methods and techniques research strategy in which quantitative and qualitative were blended to gather relevant and sufficient data. To achieve statistical precision in the sampling process, a multi-stage sampling procedure was administered. SPSS was used the analysis of data.

CHAPTER FIVE

PRESENTATION OF FREQUENCIES OF RESPONSES FROM STAFF AND AUDIENCE RESPONDENTS

5.1 Introduction

This section presents research findings in relation to research objectives and questions. To help achieve objectives and answer main research objectives and questions, the section is arranged in a way that frequencies of responses from staff respondents to research questions are first presented, followed by tabulations from audience respondents, then focus group discussions, and finally in-depth interviews. This presentation shall lay ground for discussions in the next chapter.

5.2 Presentation of frequencies of responses from staff questionnaire

Table 2: Frequency of staff and audience respondents, by sex

	Sex	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	68	47.5	47.5	47.5
	Female	75	52.5	52.5	100.0
	Total	143	100.0	100.0	

As shown in table 2, in this study of 143 respondents, 47.5 percent of the respondents were male and 52.5 percent were female.

Table 3: Frequency of staff and audience respondents by age category, by 9-year increments

Age	Frequency	Percent	Valid percent	Cumulative percent
18-27	35	24.4	24.4	24.4
28-37	52	36.3	36.3	60.7
38-47	21	14.6	15	75.7
48-57	18	12.5	12.5	88.2
58 and above	6	4.2	4.2	92.4
Missing System	11	7.6	7.6	100.0
Total	143	100.0	100.0	

Table 3 indicates that the largest number of respondents was from the age range of 28-37 and composed 36.3 percent of the sample. Those from 18-27 years constituted 24.4 %, while 15 % accounted for ages from 38-47 years. The least represented, by age, at 4.2 percent, ranged from 58 and above.

Table 4: Education levels according to places visited

	Education	Frequency	Percent	Valid Percent	Cumulative Percent
	Primary	22	15.3	15.3	15.3
Valid	Secondary	40	27.9	27.9	43.2
	Tertiary	75	52.4	52.4	95.6
	No formal education	5	3.4	3.4	99
	Missing System	1	0.6	1	100.0
	Total	143	100.0	100.0	

According to table 4, 52.4 percent of respondents had attained post-secondary level of education, 27.9 percent had reached secondary school level, while 15.3 percent ended at primary school level, whereas 3.4 percent had no formal education.

Table 5: Type of organisation worked for

	Organisation	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Civil society	16	45.7	45.7	45.7
	Government Ministry	14	40.0	40.0	85.7
Missing	System	5	14.3	14.3	100.0
Total		35	100.0	100.0	

The table above depicts that 45.7 percent of respondents worked for civil society organisations. 40.0 percent were from Government Ministries and departments. However, 14.3 percent of the sample did not specify the type of organisation they worked for.

Table 6: Frequency of respondents, by number of years worked in the organisation

	Years	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5 years	10	28.6	28.6	28.6
	From 6-10 years	14	40.0	40.0	68.6
	From 11-15 years	6	17.1	17.1	85.7
	More than 16 years	5	14.3	14.3	100.0
Total		35	100.0	100.0	

The research revealed that 40.0 percent of employees have worked from at least 6-10 years in the particular organisation. 28.6 percent represented those who have been working for less than 5 years and 17.1 percent have been with organisations between 11-15 years. Those with more than 16 years in employment represented the least percentage of 14.3 percent.

Table 7: Position in Organisation

	Position	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Director	3	8.6	8.6	8.6
	Supervisor	6	17.1	17.1	25.7
	Middle management staff	10	28.6	28.6	54.3
	Top management staff	8	22.9	22.9	77.2
	Lower level staff	3	8.6	8.6	85.8
Missing	System	5	14.2	14.2	100.0
Total		35	100.0	100.0	

Table 7 shows that 28 percent of interviewees were at the middle management level of the hierarchy and 22.9 percent were at top management level, and involved in decision making. 17.1 percent of employees were Directors, 8.6 percent represented supervisors, and another 8.6 percent comprised lower level staff.

Table 8: Frequency of answers: “Where do you live?”

	Area of residence	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low density area	27	18.9	18.9	18.9
	Medium density area	49	34.2	34.2	53.1
	High density area	50	35.0	35.0	88.1
	Missing	17	11.9	11.9	100.0
Total		143	100.0	100.0	

Table 8 above depicts that most of the respondents lived in high density and in middle density areas, with a representation of at 35.0 and 34.2 percent, respectively. 19 percent accounted for respondents from low the density area.

Table 9: Frequency of respondents, by type of residential area

	Area	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	115	80.4	80.4	80.4
	Rural	22	15.4	15.4	95.8
	Missing	5	3.5	3.5	99.3
	Other	1	0.7	0.7	100
	Total	143	100.0	100.0	

In terms of the residential area, majority (80.4%) of the interviewees live in urban areas and 15.2 percent live in rural areas.

Table 10: Reported levels of monthly income

	Income	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below K299,999	6	4.1	4.1	4.1
	From K300,000-K499,999	18	12.6	12.6	16.7
	From K500,000-K999,999	14	9.8	9.8	26.5
	From K1,000,000-K1,999,999	28	19.6	19.6	46.1
	From K2,000,000-K4,999,999	19	13.3	13.3	59.4
	Above K5,000,000	11	7.7	7.7	67.1
	None	35	24.5	24.5	91.6
Missing	System	12	8.4	8.4	100.0
	Total	143	100.0	100.0	

In the Table above, 20 percent of the interviewees' monthly income ranged from K1, 000,000 - K1, 999,999, 13.2 percent earned between K2, 000,000- K4, 999, 999, 12 percent made between K300, 000- K499, 999, whereas 4.1 percent got below K299, 999. 24.4 percent accounted for those that did not have any monthly income. Note: Figures presented here are in old currency, which was still in effect at the time of research.

Table 11: Primary officer responsible for external communication

	Officer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public Relations Officer	16	45.7	45.7	45.7
	Communications Officer	2	5.7	5.7	51.4
	Information Officer	10	28.5	28.5	79.9
	Development Communication Specialist	1	2.9	2.9	82.8
	No specific personal	5	14.3	14.3	97.1
Missing	System	1	2.9	2.9	100.0
Total		35	100.0	100.0	

Following Table 11, 45.7 percent of the information communicated externally was done by the Public Relations Officer and 28 percent accounted for dissemination done by Information Officers. Communications Officers composed 5.7 percent and only 2.9 percent of the organisations had a Development Communication Specialist, whereas 14.3 percent did not have specific personnel responsible for communication related work.

Table 12: Channel(s) of communication used by organisations in external communication

	Channel	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Community radio	19	54.3	54.3	54.3
	Public state radio	5	14.3	14.3	68.6
	Bath public and private television	1	2.9	2.9	71.5
	Internet	1	2.9	2.9	74.4
	Booklet/Brochure	4	11.3	11.3	85.7
	Meeting/Workshop	2	5.7	5.7	91.4
Missing	System	3	8.6	8.6	100.0
Total		35	100.0	100.0	

The research revealed that 54.3 percent of communications were conveyed through community radio, and 14.3 percent were attributed to public/state media. The use of brochures and booklets stood at 11.4 percent while meetings and workshops accounted for 5.7 percent. The internet, public and private television were the least used channels of communication at 2.9 percent.

Table 13: Frequency of answers: “why do you use the channel mentioned?”

	Reason	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cheaper	19	54.3	54.3	54.3
	Most efficient and effective	9	25.7	25.7	80
Missing	System	7	20.0	20.0	100.0
Total		35	100.0	100.0	

According to responses in Table 13, 54 percent stated that they used the said channels in external communication because they were cheaper and 25.7 percent used them because they were more affective and efficient.

Table 14: Frequency of responses: “Does the organization have a communication plan?”

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	45.7	45.7	45.7
	No	14	40.0	40.0	85.7
	Do not know	5	14.3	14.3	100.0
Total		35	100.0	100.0	

Following Table 14, 45 percent stated that their organisation had a strategic communication plan and 40 percent did not have the plan. The remaining 14.3 percent did not know.

Table 15: Frequency of answers: “Is communication a continuous or one-time off process in your organisation?”

	Nature of communication	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Continuous	26	74.3	74.3	74.3
	One-Time	3	8.6	8.6	82.9
Missing	System	6	17.1	17.1	100.0
Total		35	100.0	100.0	

The research, in Table 15, shows that 74.3 percent of the respondents stated that their strategic communication planning and processes were continuous and only 6 percent of the representation showed they had one – time off processes.

Table 16: Models of information flows in external communication

	Model	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Top- Down	5	14.3	14.3	14.3
	Bottom-Up	2	5.7	5.7	20.0
	Horizontal	28	80.0	80.0	100.0
	Total	35	100.0	100.0	

Data tabulated in Table 16 shows that the horizontal model of communication was the most frequently (80%) used, 14.5 percent used top-down the model, whereas 5.7 percent indicated they used the bottom- up model of communication.

Table 17: Formats used in communicating information to the public or stakeholders

	Format	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	News report	8	22.9	22.9	22.9
	Meeting	14	40.0	40.0	62.9
	Radio forum	1	2.9	2.9	65.7
	Television forum	12	34.3	34.3	100.0
	Total	35	100.0	100.0	

The respondents suggested that meetings were the most frequently (40%) used formats of conveying information and 34.3 percent indicated information was conveyed through television forums. 22.9 percent of the formats used were in form of newspapers. The least used was the radio forum which stood at 2.9 percent.

Table 18: Frequency of answers: “have you heard of development communication before?”

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	10	28.6	28.6	28.6
	No	18	51.4	51.4	80.0
	Do not know	7	20.0	20.0	100.0
	Total	35	100.0	100.0	

According to Table 18, 51.4 percent of the interviewees were not aware of development communication, 28.6 percent stating were aware, whereas 20 percent of the respondents did not know.

Table 19: Frequency of responses: “Is communication relevant to society or nation?”

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	32	91.4	91.4	91.4
	No	3	8.6	8.6	100.0
	Total	35	100.0	100.0	

The findings of the research revealed that 91.4 percent of the respondents stated that communication was important to the nation and 8.6 percent indicated it was not relevant.

Table 20: Does your organisation have a development communication department?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	5.7	5.7	5.7
	No	33	94.3	94.3	100.0
	Total	35	100.0	100.0	

According to tabulations in Table 20, 94.3 percent of organisations did not have a development communication department and 5.7 percent reported that they had development communication departments.

Table 21: Frequency of responses: “Does organisation have any development communication specialist?”

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	3	8.6	8.6	8.6
	No	32	91.4	91.4	100.0
	Total	35	100.0	100.0	

Table 21 shows that 91.4 percent of the organisations do not have communication for development specialists. Nevertheless, 8.6 percent of organisations have specialised personal for the communication related work.

Table 22: Frequency of responses: “How many communication for development specialists do you have?”

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Two	2	5.7	5.7	5.7
	Three	1	2.9	2.9	8.6
Missing	System	32	91.4	91.4	100.0
Total		35	100.0	100.0	

The research, as tabulated in Table 22, suggests that an overwhelming percentage of 91.4 accounts for the lack of specialised communication for development personnel in organisations. A percentage of 5.7 stated their organisations had two specialists and 2.9 percent employed at least three specialists.

Table 23: Is the United Nations resolution on effective communications implemented?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	25.7	25.7	25.7
	No	12	34.3	34.3	60.0
	Do not know	11	31.4	31.4	91.4
Missing	System	3	8.6	8.6	100.0
Total		35	100.0	100.0	

This study also sought to find out if the sample were aware of the United Nations [UN] Resolution A 159/207 of August 2004 which is about the need for increased resources to be committed to communications-related activities in organisational budgets. The table above displays that 34.3 percent of the respondents were not implementing the UN resolution and 31.4 percent were not sure they did so. 25.7 percent of the respondents reported that they were implementing the resolution.

Table 24: Frequency of responses: “Why is your organisation not implementing the UN Resolution on communication?”

	Reason	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government does not communicate to citizens	32	91.4	91.4	91.4
	Have not heard	3	8.6	8.6	100.0
	Total	35	100.0	100.0	

The table shows that 91.4 percent of respondents were not aware of the resolution because government did not communicate to citizens, whereas 8.6 percent had not heard about it.

Table 25: Has your organisation committed resources to communication?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	19	54.3	54.3	54.3
	No	11	31.4	31.4	85.7
	Do not know	5	14.3	14.3	100.0
	Total	35	100.0	100.0	

According to Table 25 above, 54.3 percent of interviewees stated that their organisation committed resources to development communication and 31.4 percent did not allocate resources to communication. The remaining 14.3 percent did not know.

Table 26: Frequency of responses: “What percentage of the total operating budget has been committed to communication?”

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	6 - 10%	3	8.6	8.6	8.6
	11 - 15%	3	8.6	8.6	17.2
	20%	2	5.7	5.7	22.9
	Don't know	16	45.7	45.7	68.6
Missing	System	11	31.4	31.4	100.0
Total		35	100.0	100.0	

The table above displays that 45 percent of the respondents did not know how much resources were allocated to communication, 11 percent accounted for invalid entries, 8.6 percent represented budgetary allocation ranging from 6 – 15 percent, whereas 5.7 percent of the respondents suggested a 20 percent allocation.

Table 27: What has been the status of you budget, in respect to allocation to communication, in the last three to five years?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Increased	3	8.6	8.6	8.6
	Don't know	20	57.1	57.1	65.7
Missing	System	12	34.3	34.3	100.0
Total		35	100.0	100.0	

Based on the results from the respondents tabulated in Table 27, 57.1 percent did not know the status of the organisation's budget in the last 3-5 years, in respect to communication. A minimal percentage of 8.6 percent reported that there had been an increase in their budget allocation to communication in the previous 3-5 years.

Table 28: Frequency of answers: "Does your organisation have a communication strategy?"

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	31.4	31.4	31.4
	No	19	54.3	54.3	85.7
	Not sure	5	14.3	14.3	100.0
Total		35	100.0	100.0	

According to Table 28, 54.3 percent of employees interviewed stated that their organisations did not have a strategic communication plan, whereas 31.4 percent of the respondents indicated they had strategic plans.

Table 29: Are you aware of Vision 2030 and/or other development messages?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	32	91.4	91.4	91.4
	No	2	5.7	5.7	97.1
Missing	System	1	2.9	2.9	100.0
Total		35	100.0	100.0	

The results in Table 29 revealed that the majority (91.4 percent) of staff respondents were aware of Vision 2030, whereas 5.7 percent indicated that they were not aware of the plan.

Table 30: Frequency of responses: “What is the main message of Vision 2030 and/or other development messages you know?”

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Attain universal primary education	1	2.9	2.9	2.9
	Become a middle income country	26	74.3	74.3	77.2
	Achieve 50% representation of women in key decision-making positions	1	2.9	2.9	80.1
	Transform Zambia into an agriculture based economy	1	2.9	2.9	83
	Others	2	5.7	5.7	88.7
Missing	System	4	11.3	11.3	100.0
Total		35	100.0	100.0	

According to Table 30, 74.3 percent of the respondents suggested that the main message of Vision 2030 was about becoming a middle income country by 2030. 2.9 percent represented those who said Vision 2030 sought to attain universal primary education, 50 percent representation in politics and other decision making positions, and to transform the Zambian economy from copper dependency to an agriculturally based economy, respectively.

Table 31: Which channel did you become aware of Vision 2030 and/or other development messages you know?

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Community radio	2	5.7	5.7	5.7
	Public/state radio	4	11.4	11.4	17.1
	Public/State television	2	5.7	5.7	22.9
	Internet	24	68.6	68.6	91.4
	Booklet/brochure	2	5.7	5.7	97.1
	Meeting	1	2.9	2.9	100.0
	Total		35	100.0	100.0

In the table above, the internet was the most used channel of communication in acquiring information of Vision 2030, at 68.6 percent, followed by 11.4 percent which was through public radio and 5.7 percent through public television and booklets. The least used channel was through meetings, with 2.9 percent.

Table 32: Frequency of responses: “What is your interpretation of Vision 2030?”

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Importance of stakeholder participation	21	60.0	60.0	60.0
	Transform Zambia into middle income country	7	20.0	20.0	80.0
	Community sensitisation	1	2.9	2.9	82.9
	Following the proper channel of communication	1	2.9	2.9	85.8
	Graduate Zambia from LDC to MDC	2	5.7	5.7	91.5
	Improvement of the community	1	2.9	2.9	94.4
	Seeks improve livelihoods of all citizens	2	5.7	5.7	100.0
	Total		35	100.0	100.0

The results in Table 32 show that 60 percent of the respondents interpreted Vision 2030 in terms of importance of stakeholder participation. 20 percent viewed the plan in respect to transformation of Zambia into a middle income country, 5.7 percent accounted for those who saw Vision 2030 as an avenue for graduating Zambia from a LDC to MDC as well as seek to improve livelihoods of all citizens. A representation of 2.9 percent cited community sensitisation, following the proper channel of communication and improvement of the community as main messages of vision 2030, respectively.

Table 33: What strategies has your organisation employed to achieve Vision 2030 and/or other development programmes or projects?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Engaging stakeholders including the media	21	60.0	60.0	60.0
	Awareness programs	4	11.4	11.4	71.4
	Community sensitisation programs	2	5.7	5.7	77.1
	Holding of culture remodelling television programme	1	2.9	2.9	80.0
	Implementing short term plans	1	2.9	2.9	82.9
	Exhibitions	3	8.6	8.6	91.5
	Working with community radio station	2	5.7	5.7	97.2
	Not sure	1	2.9	2.9	100.0
	Total	35	100.0	100.0	

Table 33 shows that strategies employed by the organisations to achieve Vision 2030 are as follows: 60percent engage with stakeholders including the media; 11.4 percent employ awareness programs; 8.6 percent used exhibitions; 5.7 percent involved community sensitisation and working with community radio stations; and at 2.9 percent, strategies employed were television programmes, implementing of the short term plans, respectively, and the other 2.9 percent stood for respondents who were not sure.

Table 34: Is the deliberate use of strategic communication amongst your strategies?

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	37.1	37.1	37.1
	No	13	37.1	37.1	74.2
	Do not know	7	20.0	20.0	94.2
Missing	System	2	5.8	5.8	100.0
Total		35	100.0	100.0	

The findings in Table 34 above show that 37.1 percent of organisations use strategic communication as one of their strategies. The same percentage of 37.1 also represents organisations that do not use communication as a strategy. Only 7 percent of the respondents did not know strategies that were employed in their organisations.

Table 35: Frequency of responses: “Which communication strategies are you using?”

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Television and radio programmes	26	74.3	74.3	74.3
	Community radio station and workshop	1	2.9	2.9	77.1
	Do not know	1	2.9	2.9	80.0
	exhibitions	1	2.9	2.9	82.9
	Exhibitions and television programs	1	2.9	2.9	85.7
	Exhibitions, television programs, brochure and internet	1	2.9	2.9	88.6
	Exhibitions and television programs	1	2.9	2.9	91.4
	Holding meeting and workshops in rural areas	1	2.9	2.9	94.3
	Implementation of sensitisation programs	1	2.9	2.9	97.1
	Mass media exhibitions	1	2.9	2.9	100.0
Total		35	100.0	100.0	

Table 35 shows that 74.3 percent of respondents use television and radio programmes as strategies of communication. 2.9 percent of the responses indicated community radio programmes, workshops, exhibitions, brochures, internet, meetings, mass media and sensitisation programmes as strategies used, respectively.

Table 36: Were all stakeholders adequately consulted during formulation of Vision 2030 and/or any other development programme or project?

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	57.1	57.1	57.1
	No	12	34.3	34.3	91.4
	Do not know	1	2.9	2.9	94.3
Missing	System	2	5.7	5.7	100.0
Total		35	100.0	100.0	

The findings show that 57.1 percent of respondents suggested that all stakeholders were adequately consulted when formulating vision 2030, whereas 34.3 percent indicated that stakeholders were not consulted. 2.9 percent of the sample did not know.

Table 37: Frequency of responses: “why do you think this was the case?”

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lack of co-ordination between government policy and activities and stakeholders	33	94.3	94.3	94.3
	Citizens were unaware of contents of Vision 2030	1	2.9	2.9	97.1
	Need to work with rural areas	1	2.9	2.9	100.0
	Total	35	100.0	100.0	

Based on responses of interviewees in Table 37 above, 94.3 percent suggested the lack of coordination between government policies and stakeholders' activities as a major reason why all stakeholders were not adequately consulted.

2.9 percent attributed to non-involvement stakeholders to lack of citizen awareness of Vision 2030, whereas another 2.9 percent indicated the lack of coordination with rural areas as the reason.

Table 38: Frequency of answers: “Is your organisation using communication to enhance sustainable development?”

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	81.2	81.2	81.2
	No	6	18.8	18.8	100.0
	Total	32	100.0	100.0	

Table 38 depicts that 81.2 percent of the organisations were using communication to enhance sustained development and 18.8 percent did not.

5.3 Presentation of frequencies of audience responses

5.3.1 Audience questionnaire

Portions of biographical data of this audience questionnaire have been merged with those of the staff questionnaire (to avoid repetition and reduce the length of presentation of findings). Thus, this section only outlines findings of the second and third parts of the audience questionnaire on “attitudes and sources through which information is accessed” and “understanding and views toward development messages”, respectively. The presentation of results from the audience sample is as follows.

Table 39: Frequency of responses: “Do you own a television set?”

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	60.2	60.2	60.2
	No	42	38.9	38.9	99.1
		1	0.9	0.9	100.0
	Total	108	100.0	100.0	

According to the responses depicted in the table above, 60.2 percent of the respondents owned a television set and the remaining 38.9 percent did not have one.

Table 40: If you don't own a television, do you have access anywhere?

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	13.9	13.9	13.9
	No	8	7.4	7.4	21.3
Missing	System	85	78.7	78.7	100.0
	Total	108	100.0	100.0	

In terms of accessing a television set anywhere, 13.9 percent of the interviewed were able to access the facility anywhere whereas 7.4 percent accounted for those who could not.

Table 41: Do you own a radio?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	78	72.2	72.2	72.2
	No	28	25.9	25.9	98.1
Missing	System	2	1.9	1.9	100.0
Total		108	100.0	100.0	

According to Table 41, it was indicated that there were more respondents owning radios represented by 72.2 percent against 25.9 percent who did not own one.

Table 42: If you don't own a radio set, do you have access anywhere?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	12.0	12.0	12.0
	No	10	9.3	9.3	21.3
Missing	System	85	78.7	78.7	100.0
Total		108	100.0	100.0	

Table 42 shows that 12.0 percent of respondents who did not own radio sets accessed them somewhere while 9.3 percent were not able to.

Table 43: Frequency of answers: "Do you have access to newspapers?"

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	79	73.2	73.2	73.2
	No	24	22.2	22.2	95.4
Missing	System	5	4.6	4.6	100.0
Total		108	100.0	100.0	

Following table 43, the majority (73.2%) of respondents had access to newspapers and a representation of 22.2 percent accounted for those who did not have any access.

Table 44: Do you own a personal computer?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	15.8	15.8	15.8
	No	67	62.0	15.8	77.8
Missing	System	24	22.2	22.2	100.0
Total		108	100.0	100.0	

In terms of ownership of personal computers, the majority of respondents (62 percent) did not own a personal computer. Only 15.7 percent of respondents owned personal computers.

Table 45: Which source(s) do you access information from?

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Community Radio	33	30.6	30.6	30.6
	Public Radio	13	12.0	12.0	42.6
	Both Public and community radio	30	27.8	27.8	70.4
	Private television	2	1.9	1.9	72.3
	Public television	12	11.1	11.1	83.4
	Internet	1	0.9	0.9	84.3
	Meeting/Workshop	7	6.5	6.4	90.7
Missing	System	10	9.3	9.3	100.0
Total		108	100.0	100.0	

Table 45 indicates that 30.6 percent of respondents accessed information from community radio, 27.8 percent got information from both public and community radio, and 11.1 percent accessed from public television. 12.0 percent sourced information from public / state radio.

Table 46: Frequency of answers: “How frequent do you access information?”

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very often	61	56.5	56.5	56.5
	Often	12	11.1	11.1	67.6
	Sometimes	6	5.6	5.6	73.3
	Rarely	2	1.9	1.9	75.2
	Never	10	9.2	9.2	84.4
Missing	System	17	15.6	15.6	100.0
Total		108	100.0	100.0	

Tabulations in Table 46 show that 56.5 percent of the interviewees accessed information very often, 11.1 percent stated they often get information, whereas 9.2 percent of respondents indicated that they never accessed information at all.

Table 47: Favourite source information

	Favourite source	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Community radio	30	27.8	27.8	27.8
	Public radio	19	17.6	17.6	45.4
	Both community and public radio	19	17.6	17.6	63
	public television	2	1.9	1.9	64.9
	Private television	7	6.5	6.5	71.4
	Both public and private television	11	10.2	10.2	81.6
	word of mouth	1	0.9	0.9	82.5
	Both public and private newspaper	2	1.9	1.9	84.4
	Internet	1	0.9	0.9	85.3
	Booklet/Brochure	1	0.9	0.9	86.2
	None	6	5.5	5.5	91.7
Missing	System	9	8.3	8.3	100.0
Total		108	100.0	100.0	

Table 47 depicts that 27.8 percent of the respondents preferred community radio as their favourite source of information. Public radio and both community and public radio were opted by 17.6 percent of respondents, respectively,

whereas 10.2 percent preferred both public and private television. The internet, brochures and face-to-face communication (word of mouth) were liked by only 0.9 percent, respectively.

Table 48: Frequency of responses: “Why is the said channel your favourite?”

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It is easily accessible	79	73.1	73.1	73.1
	Covers wide range of information	3	2.9	2.9	76.0
	Provides forums to voice opinion	1	0.9	0.9	76.9
	Has good programs	6	5.6	5.6	82.5
	Has information that help in school work	1	0.9	0.9	83.4
	Helps to know what is happening in our community and country	5	4.6	4.6	88.0
	Reliable	1	0.9	0.9	88.9
	Not biased	4	3.7	3.7	92.6
	Only available source to get information	1	0.9	0.9	93.5
	Source of information	1	0.9	0.9	94.4
	Talk of things that affect people	1	0.9	0.9	95.3
	Attention catching topics	1	0.9	0.9	96.2
	Truthful	3	2.9	2.9	99.1
	Public / state television favours government	1	0.9	0.9	100.0
	Total		108	100.0	100.0

This research revealed that most of the respondents (73.1 percent) preferred a particular channel or source of communication as it was easily accessible. 5.6 percent accounted for respondents who preferred particular sources based on

good programmes provided. Lack of bias was another factor that made 3.7 percent of the sample to prefer certain sources over others, whereas 2.9 percent preferred specific sources because they were truthful and covered a wide range of information. 0.9 percent saw the said sources as favouring government (especially public / state television and radio) and that they had no choice since those were the only accessible sources of information. The other 0.9 percent pointed to particular sources because they provided platforms to voice their opinions and talking about things that affect people.

Table 49: Which source of information do you trust?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Community radio	17	15.7	15.7	15.7
	Both community and public radio	13	12.0	12.0	27.7
	Public radio	13	12.0	12.0	39.7
	Public television	4	3.7	3.7	43.4
	Private television	8	7.4	7.4	50.8
	Both public and private television	2	1.9	1.9	52.7
	Word-of-mouth	2	1.9	1.9	54.6
	Private newspaper	4	3.7	3.7	58.3
	Internet	3	2.8	2.8	61.1
	Booklet/Brochure	3	2.8	2.8	63.9
	Meeting/Workshop	5	4.6	4.6	68.5
	None	12	11.1	11.1	79.6
	Other	2	1.9	1.9	81.5
Missing	System	20	18.5	18.5	100.0
Total		108	100.0	100.0	

The table above shows that 15.7 percent of respondents trust community radio as a source of information, while 12.0 percent believe both public and community radio, whereas 11.1 percent do not trust any source. Some of the least trusted sources are internet and booklets, at 2.8 percent, and other sources such as word-of-mouth and public and private television, each at 1.9 percent.

Table 50: Which programs attract your attention on television?

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	News	73	67.6	67.6	67.6
	Entertainment	4	3.7	3.7	71.3
	Educational programmes	6	5.6	5.6	76.9
	Development related programme	1	0.9	0.9	77.8
	News analysis	1	0.9	0.9	78.7
	Other	5	4.6	4.6	83.3
Missing	System	18	16.7	16.7	100.0
Total		108	100.0	100.0	

Table 50 depicts 67.6 percent of the sample as being appealed by news on television. 5.6 percent liked educational programmes and 3.7 percent enjoyed entertainment. Those who liked development related programmes and news analysis stood at 0.9 percent, respectively.

Table 51: Which section(s) of the newspaper do you like or enjoy reading?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sports section	21	19.4	19.4	19.4
	Development related story	28	25.9	25.9	45.3
	Editorial section	6	5.6	5.6	50.9
	Advertisement section	3	2.9	2.9	53.8
	Entertainment section	1	0.9	0.9	54.7
	Other	21	19.4	19.4	74.1
Missing	System	28	25.9	25.9	100.0
Total		108	100.0	100.0	

Following Table 51, most respondents (25.9 percent) enjoyed reading development related stories, while 19.4 percent liked the sports section. Another percentage of 19.4 represented other sections (other than those listed in the questionnaire) of the newspaper. 5.6 percent enjoyed the editorial section and

those who liked advertisements were represented by 2.9 percent. The least liked section, at 0.9 percent, was entertainment.

Table 52: Frequency of answers: “Which programs attract your attention on radio?”

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Educational programme	41	38.0	38.0	38.0
	News	33	30.6	30.6	68.6
	Development related programme	6	5.6	5.6	74.2
	Entertainment	5	4.6	4.6	78.8
	Other	6	5.6	5.6	84.4
Missing	System	17	15.6	15.6	100.0
Total		108	100.0	100.0	

The research, in Table 52, shows that 38 percent of the interviewees were attracted to educational programmes on radio and 30.6 percent liked listening to news and development related programmes. 5.6 percent accounted for liking of other programmes.

Table 53: Do you find any programmes difficult to understand?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	14.8	14.8	14.8
	No	70	64.8	64.8	79.6
	Other	11	10.2	10.2	89.8
Missing	System	11	10.2	10.2	100.0
Total		108	100.0	100.0	

The table above indicates that a percentage of 64.8 did not find any difficulty in understanding the programmes they were exposed to from varied media, whereas 14.8 percent found difficulties.

Table 54: If you find any programmes difficult to understand, why?

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Technical language	103	95.3	95.3	95.3
	Stories fake	1	0.9	0.9	96.3
	Subject matter complex	1	0.9	0.9	97.2
	Technical aspect	1	0.9	0.9	98.1
	Use of English	1	0.9	0.9	99.1
	Wants to attract customer by false stories	1	0.9	0.9	100.0
	Total		108	100.0	100.0

Following Table 54, almost all the interviewees (95.3 percent) cited technical language as the reason they found it difficult to understand some messages or programmes. One aspect of language was the technical jargon used in conveying such messages. 0.9 percent attributed the difficulty to spinned stories, subject matter complexity, and technical aspect, respectively, whereas another 0.9 percent pointed the use of English and the attempt to lure customers through spinned up stories as sources of difficulties in understanding messages.

Table 55: Frequency of responses: “Do you know about national development planning?”

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	50	46.3	46.3	46.3
	No	33	30.6	30.6	76.9
	Not sure	8	7.4	7.4	84.3
Missing	System	17	15.7	15.7	100.0
Total		108	100.0	100.0	

Table 55 shows that 46.3 percent of respondents knew about national development planning, 30 percent did not know, and 7 percent were not sure.

Table 56: Do you know any NDP implemented in Zambia?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	25.9	25.9	25.9
	No	50	46.3	46.3	72.2
	Not sure	8	7.4	7.4	79.6
Missing	System	22	20.4	20.4	100.0
Total		108	100.0	100.0	

The study, as shown in Table 56 above, suggests that the largest percentage of the respondents (46.3 percent) did not know about any NDP, 7 percent were not sure and 25.9 percent were aware of some NDPs that have been implemented in Zambia.

Table 57: If you know any NDP, which one is it?

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agricultural production	84	77.8	77.8	77.8
	All NDP	3	2.8	2.8	80.6
	Building infrastructure such as schools, roads and hospitals	4	3.7	3.8	84.4
	Development Of mines	1	0.9	0.9	85.3
	Educational development	1	0.9	0.9	86.2
	Fifth NDP	6	5.6	5.6	91.8
	Fifth and sixth NDP	1	0.9	0.9	92.7
	First to fifth NDP	3	2.8	2.8	95.5
	Fourth NDP	1	0.9	0.9	96.4
	Free education in government institutions	2	1.8	1.8	98.2
	SAPP and MAL	1	0.9	0.9	99.1
	Third NDP	1	0.9	0.9	100.0
	Total		108	100.0	100.0

Table 57 shows that 77.8 percent identified agricultural production implementation as one of the NDPs that has been implemented in Zambia. 3.7 percent pointed to infrastructure development such as the building of schools

and hospitals, and construction of roads as one of the development plans. Development of mines and educational development each constituted 0.9 percent of the sample who thought they were amongst development plans that have been implemented in Zambia. Yet another 0.9 percent accounted for those who identified the first, fourth, fifth and sixth NDPs as development plans in Zambia.

Table 58: Frequency of responses: “Are you aware of Vision 2030 and/or other development programmes or projects?”

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	45	41.7	41.7	41.7
	No	59	54.6	54.6	96.3
Missing	System	4	3.7	3.7	100.0
Total		108	100.0	100.0	

Following the Table 58 above, 54.6 percent interviewees were not aware of Vision 2030 and 41.7 percent were aware.

Table 59: If you are aware of Vision 2030, which channel(s) were you made aware of Vision 2030 and/or other development programmes?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Community Radio	4	3.7	3.7	3.7
	Public radio	10	9.3	9.3	13
	Both community and public/state radio	5	4.6	4.6	17.6
	Public television	19	17.6	17.6	35.2
	Private television	3	2.8	2.8	38.0
	Both public and Private television	5	4.6	4.6	42.6
	Public newspaper	2	1.9	1.9	44.5
	Both public and private newspaper	1	0.9	0.9	45.4
	Interpersonal channels	4	3.7	3.7	49.1
	Other	11	10.2	10.2	59.3
Missing	System	44	40.7	40.7	100.0
Total		108	100.0	100.0	

The research revealed that 17.6 percent of the respondents became aware of Vision 2030 through public television, 10.2 percent cited other media, while 9.3 percent through public radio. A percentage of 4.6 percent suggested it was both through community and public/state radio, and public and private television, respectively. Interpersonal channels and community radio stood at 3 percent.

Table 60: What kind of source did you become aware of Vision 2030 and/or other development messages?

	Answer	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertisement	1	0.9	0.9	0.9
	Announcer	12	11.1	11.1	12.0
	Expert	28	25.9	25.9	37.9
	Ordinary person	2	1.9	1.9	39.8
	Not sure	7	6.5	6.5	46.3
	Other	12	11.1	11.1	57.4
Missing	System	46	42.6	42.6	100.0
Total		108	100.0	100.0	

The table above shows that 25.9 percent of the interviewees accounted for an expert as a source from which they became aware of Vision 2030, 11.1 percent stated it was from an announcer, and other sources, respectively. The least percentage stood at 0.9 percent for advertisements. However, 6.5 percent indicated they were not sure.

Table 61: In which message format were you informed of Vision 2030 and/or other development messages?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Press release	4	3.7	3.7	3.7
	Public service announcement	6	5.6	5.6	9.3
	News report	4	3.7	3.7	13.0
	Debate	2	1.9	1.9	14.9
	Meeting	2	1.9	1.9	16.8
	Television forum	22	20.4	20.4	37.2
	Radio forum	2	1.9	1.9	39.1
	Other	16	14.7	14.7	53.8
Missing	System	50	46.2	46.2	100.0
Total		108	100.0	100.0	

The research revealed that 20.4 percent respondents cited television forum as the format in which they became aware of Vision 2030, 14.7 percent were informed through forums (for example, radio and television), 5.6 percent got vision 2030 messages from public service announcements, whereas 1.9 percent got from debates, meetings and radio forums, respectively.

Table 62: Frequency of responses: “What is the central message of Vision 2030 and/or other development messages?”

	Answer	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	To attain universal primary education by 2030	7	6.4	6.4	6.4
	To become a middle income country by 2030	27	25.0	25.0	31.4
	To achieve 100 % women representation in politics	2	1.9	1.9	33.3
	To transform the Zambian community from copper dependency to an agriculture base	2	1.9	1.9	35.2
	Other	33	30.6	30.6	65.8
Missing	System	37	34.2	34.2	100.0
Total		108	100.0	100.0	

Table 62 above depicts respondents' knowledge of the central message of vision 2030. 25 percent accounted for with the view that the plan was about attainment of middle income country by 2030, the attainment of universal primary education was represented by 6.5 percent, whereas 30.6 percent of the respondents attributed the main message to other elements not outlined in the questionnaire.

Table 63: Were you consulted during formulation of vision 2030 and/or other development programmes and projects?

	Answ er	Frequenc y	Percen t	Valid Percent	Cumulative Percent
Valid	Yes	7	6.5	6.5	6.5
	No	87	80.5	80.5	87
Missing	System	14	13.0	13.0	100.0
Total		108	100.0	100.0	

The table above depicts that 80.5 percent of the interviewed were not consulted by government during formulation of Vision 2030 whereas only 6.5 percent indicated that they were consulted.

Table 64: Frequency of responses: If you were consulted, how was this done?

	Response	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cooperative	105	97.3	97.3	97.3
	Through a meeting	3	2.7	2.7	100.0
	Total	108	100.0	100.0	

The table above shows that 97.3 percent of those who were consulted got information about Vision 2030 through co-operatives, whereas 2.7 percent through meetings.

5.4 Focus Group Discussions

Two focus group discussions were held with staff respondents – the first with Ministry of Finance's Budget and Planning Unit senior personnel, and the second with ZCSD's personnel at its secretariat. An interview guide was used to find out issues regarding communication and development in government and civil society contexts.

5.4.1 Findings

5.5.1.1 Planning Unit – Ministry of Finance

In a focus group of seven personnel, which was largely constituted of supervisors (5) and a Director and her Deputy (2), one question that was addressed pertained to coordination and/or consultation with stakeholders in national development planning, specifically during formulation of Vision 2030. Communication was found to be instrumental as all (7) discussants cited its relevance in the process. However, some explanations from four participants seemed to suggest the 'transmission' role of communication rather than the 'exchange' function. For example, in their (the four) submissions, they repeatedly used the phrase "informing stakeholders" about Ministry activities.

Then the discussion focused on models of communication used by the Ministry. Here most (6) considered communication to be consultative, probably meaning horizontal. When probed further, submissions revealed that participants were of the view that before any action was taken, there was adequate consultation (communication) with stakeholders, including the public.

On what model of communication their organisation used, almost all (6) were of the view that communication was consultative, probably meaning horizontal. They further stated that most of government actions were preceded by adequate consultation.

As regards to strategies, one perception that appeared to have been generally held amongst respondents was the reference of strategy as being equivalent to

channel. Almost all respondents kept on saying “one of the strategies we are using is to televise Ministry programmes on ZNBC..., exhibitions at the show grounds...” and similar others.

Finally on effectiveness, general statements of effectiveness were based on sending messages through various media. The sending of messages was somewhat considered enough and effectiveness. No audience analysis or studies were cited as a ‘gauge’ of effectiveness.

5.4.1.2 ZCSD

The FDG that was held at ZCSD revealed a different phenomenon from that of government communications. The discussion, which involved 9 respondents, brought out the idea that since much of NGOs’ work is on the grassroots, communications tend to be participative, including interpersonal communication. At the time of research, one project was running in Chongwe rural. The coordinator of the project explained that communication in that respect was bottom-up as it involved him speaking with beneficiaries at the interpersonal level.

Others (3) also saw possibilities of communication assuming a top-down nature. They cited instances of press releases as one such example.

As suggested by one participant, communication in their organisation could not easily be defined due to the small size of the organisations. She further explained that many NGOs did not have well defined structures due to limited funding such that it was difficult to clearly categorise communication as top-down, bottom-up or horizontal. However, even amidst such concerns, others (4) still rated communication in their organisation as ranging from horizontal to bottom-up.

Lastly, on effectiveness, responses from respondents were mixed. The majority (6) thought their communications were effectiveness, whereas the rest (3) were not sure as their type of work was different from communication.

5.5 In-depth interviews

5.5.1 MoFNP

Although five in-depth interviews were conducted in total, two appeared more revealing and detailed. These were with the Deputy Director in the Budget and Planning section and the Ministry's Public Relations Officer.

5.5.1.1 Interview with the Deputy Director

The director addressed the question of models of communication by placing it within the contexts of national development planning and the Ministry's administrative and power structures (headquarters, provincial level, and district level).

He first walked through what led to reversion to planning, after its abandonment by Frederick Chiluba's regime in 1991. The 1991 abandonment of development planning came with consequences such lack of medium term plan to follow and to guide public investment priorities for implementation of government programmes. As such the MoFNP was tasked by the then Zambian president, Levy Mwanawasa, to prepare a Transitional National Development Plan (TNDP) by 2002, to run up to 2006. Thus it was expected from 2006 onwards that medium, five year plans would be devised. This saw the need to create a longer plan with a commonly held national aspiration and vision. Consequently, this long term plan called Vision 2030 was launched in 2005.

Then, the interviewee walked through the consultative process in planning. He indicated that the process was two-fold. The first, called bottom-up, involved districts, particularly District Coordinating Committees, sitting down to come up with projects of development. At this level church based organisations, community based organisations, counsellors, MPs and other stakeholders are invited to take part in the process. From the districts, the final output is submitted to the Provincial Coordinating Committee, which scrutinises the content, and synthesises submissions from various districts. Finally, the document is submitted

to Ministry Headquarters for consideration and synthesis with other documents from other provinces.

The second process is top-down in nature. After the Advisory committee has synthesised submissions from all the provinces of Zambia, the analysis and final decision is shared with the provinces, which then share with districts, which in turn share with the grassroots, such as village cooperatives. At the national level, issues of policy, such as planning are subjected to the scrutiny by stakeholders. Thus stakeholders, represented by umbrella bodies are invited to participate in the process. He gave an example of formulation of Vision 2030, during which, cooperating partners, of about 500 civil society organisations (CBOs, NGOs etc.) convened to discuss the contents of the draft document of Vision 2030.

As the Director suggested, it is through these structures that information flows, and thus communication takes place. Thus, as he referred back to the planning process, he suggested that the communication process was horizontal as it gave adequate space for citizens' views to be heard. He recalled his experience during the formulation of the sixth development plan in which he was a participant and characterised Ministry communications as consultative – horizontal.

On coordination with stakeholders, he commented that it is easier to communicate with umbrella bodies. It was also discovered that some NGOs do not show up to declare interest. This implies that the problems of communication could be between these bodies and their affiliates as some affiliates surveyed were not aware of Vision 2030 and/or other national development messages. Further, it was revealed that many of the NGOs were not on the ground as they claimed. Their networks end in main town centres and many have no branches in rural areas.

Communication problems identified within the ministry pertained to procedural ones. For example, he cited issues of clearance of certain forms of information

with superiors before dissemination, which sometimes takes longer, and information flows that were often clogged.

5.5.2 Interview with the Public Relations Officer

The interview, in the truest sense, involved a document review of the Ministry communication strategy.

The interview began with the question of whether the organisation had a communication strategy or not, for which it was found it had. Then the officer gave the specific name of the strategy – “Culture Remodelling and Seamless Communication Strategy.” By culture remodelling we refer to an “ongoing process for systematic public and discourse aimed at improved comprehension and acceptance of Government's financial, treasury and economic policies and programmes of all stakeholders – the Zambian people – for maximum benefit”, he quoted from the strategy.

It was further stated that this would be achieved through among others building a competitive knowledge and resource base and employing mechanisms that assist the public to internalise the national vision for development and restoring the spirit of belongingness espoused in Vision 2030.

The plan involves a consultation strategy that deals with implementation of the government's policy to become more service and citizen centred.

It was revealed that the specific methodologies for culture remodelling were:

- i. Presidential state of the economy address,
- ii. Economic exchange forum,
- iii. TV economic exchange forum (for example culture remodelling programme on ZNBC),
- iv. Economic exchange publication,
- v. MTEF and post budget outreach, and
- vi. Public affairs, media briefings and signing ceremonies (comprising of the Ministry's Information Resource Centre, website, and Total Quality Management).

Analysis of the above specific methodologies in the Ministry's outreach communications strategy, with minor exceptions such as economic exchange forums which allows for occasional exchange, suggests a bias toward top-down models of communication. Although government outreach activities are composed of both bottom-up and top-down models – thus making it horizontal, they tend to lean toward one-way, top-down communication.

5.5.3 Interview with ZCSD Project Coordinator

This interview revealed that the nature of development work ZCSD was involved in strongly influenced the existent model of communication. Being a Network organisation, much of communications involved face to face meetings and other forms of correspondence such as electronic. Thus communication took a participatory nature, specifically horizontal. It could be said that communication leans toward bottom-up approaches.

Besides characterising communication as horizontal, communication can be seen as top-down. Cases of top-down communication occur when ZCSD publishes Press Releases.

In relation to effectiveness, the coordinator revealed that it was difficult to measure effectiveness. However, he suggested that it was possible to deduce success of communication from project success because it was somehow a function of communication.

The interview ended with identification of some challenges to outreach communication. These included not clearly defined organisational and power structures, limited resources allocated to communication related activities, and the limited role of the information officer, all of which hindered effective communication.

5.6 Conclusion

This chapter presented frequencies of responses from staff and audience questionnaires. Further, responses from FGDs and In-depth interviews from key informants in the two institutions were also presented. In respect to questionnaires this was done by making brief descriptions under each table or figure to interpret data. For FGDs and in-depth interviews, only relevant data was recorded.

CHAPTER SIX

DISCUSSION OF FINDINGS

6.1 Introduction

This chapter is a comparative discussion of the top-down, bottom-up, and horizontal models of communication in government and civil society development work in Zambia. The comparison is threefold: (i) amongst the three models of communication – top-down, bottom-up, and horizontal; (ii) between government and civil society sectors; and (iii) between policy makers and development implementers and various audience groups. In doing so, adopt a thematic approach under which we shall use a comparative method that presents “... a part of one item and then a part of the second in relation to the corresponding part of the first part, until we have touched all relevant parts” (Brooks and Warren, 1972: 57). As further put by Brook and Warren (1972: 57), this way of presenting comparative material is useful “when a great many detail are involved....” Thus, the results discussed below focus primarily on salient themes that shall help in achieving research objectives, and by extension, answer research questions. Those themes are composed from research objectives and organised under research questions. Specifically the themes are: (a) profile of communication; (b) perception of staff respondents on importance of communication; (c) awareness of development messages (programmes and projects); (d) channels of communication; (e) strategies of communication and their effectiveness; and (f) attitudes and preferences of audience segments toward development messages.

6.2. Research Questions 1: Which theoretical model (top-down, bottom-up and/or horizontal) do outreach communications by government and/or civil society reflect?

6.2.1 Profile of communication

Generally speaking, over the last three decades, discourse, research and practice of communication in development work has evolved from earlier one-way, top-down models of transfer of messages to two-way, participatory models of sharing information. For instance, "...earlier editions of Rogers' work emphasized the top-down diffusion of technology (1962, 1971), in later editions (1983, 1995, 2003), he began advocating for the principles of bottom-up participatory planning and the role of communications therein" (Rogers, 1976: 141).

One of the main objectives in this study sought to establish the top-down, bottom-up and horizontal profile of communication in government and civil society development activities (see objectives section). Thus staff respondents were, in questionnaires, in-depth interviews and focus group discussions, asked to categorise models of communication the organisations they worked for used in external communication.

Following the data presented in Table 16, the horizontal model of communication is the most (80 percent) preferred in the two organisations, followed by top-down communication (at 14.5 percent), whereas 5.7 percent indicated they preferred the bottom-up model of communication.

The statistics above clearly indicate that against the generally expected use/preference of top-down models, top-down communication alone is not preferred by most of the subjects. Instead, an overwhelming majority (80 percent) indicated they employed horizontal models of information flow. These results show the diminishing influence of the modernist top-down development and communication paradigm on Zambian policy makers (government ministries/departments) and development implementers (CSOs), and how

participatory models of communication such as horizontal are increasingly being recognised as significant and gaining ground in the development process.

This against earlier observations made by Farrington and Saasa (2002) in which they analysed the Zambian policy and implementation environment in relation to agriculture in a paper based on a research done on Bangladesh. They argued that the process of policy formulation in Zambia followed a linear technocratic approach – implying that information and resources flow from the ‘top’ to the ‘bottom’ and only stakeholders who are deemed important are consulted, while the majority of ordinary people do not participate.

These findings, therefore, suggest a gradual attitudinal shift by the elite from the earlier dominance of top-down development and communication models in most development contexts, as reported in earlier works such as (Rogers, 1976, and Farrington and Saasa, 2002), toward participatory paradigms.

Although it is difficult to pinpoint factors responsible and consequences of such a shift, one inevitable consequence of the observation above is that, unlike the earlier development situations noted in most developing countries, where modernist top-down models appear to have dominated development efforts, and subsequently, communication discourse and practice, the Zambian context shows an emerging model. As shown in the study presented here, the elite have begun shifting towards the second phase of the continuum of communication in development work, namely the intermediate (horizontal) level where top-down approaches are mixed with those of bottom-up.

In the government domain, such a mixed model takes a horizontal character in theory, but, in practice, it is characterised by imbalances (in conformity with the top-down power structure) in planning and decision making (see also the in-depth interview with MoFNP Director, in which it was revealed that although government requested for input from stakeholders and grassroots, the final output was a prerogative of policy makers [government]). One of the

explanations for the shift towards horizontal communication may be drawn from the democratic wind of change that swept across the developing world, which emphasised the freeing of wheels of governance, from the minority elite, toward people centred styles. Thus calls for decentralisation of authority brought along this movement. As suggested by Akindele (2003: 58) such antecedents as language, and by extension communication, also tend to be freed when changes occur from autocratic to democratic styles of governance.

The case of biases toward top-down communication in government programmes and projects may be explained by relating those models of communication to successive political changes (particularly in governance systems and styles). Since 1964, Zambia has undergone three notable political watersheds. The first comprised the attainment of political independence from Britain in 1964, the second involved the amendment of Article 4 of the Republican Constitution in 1972 to usher in the One-party State, while the third saw the quashing of the same Article to allow for the re-introduction of political pluralism in 1991 (CePRA, 2005). Such changes in governance systems, as suggested above, are associated with shifts in models of communication.

It is therefore possible to deduce that in repressive governance systems, such as was the case in Zambia's One-party regime, which was characterised by political patronage and quashing of dissenting views, communication tends to be one-way, top-down means of sending government approved messages. Conversely, in more democratic states, such as from 1991 onwards, communications, and other antecedents such as language, also tend to also be freed and allow for exchange of ideas and encourage diversity (see Akindele, 2003: 58). Going by the fact that in modern democratic states in Africa there are still remnants of repressive One-party states and dictatorships that characterised much of the post-independence history of the continent (see Moomba, in Salih, 2003), it is possible to infer that such dictatorial tendencies which limit flows of messages, through legal and extra legal means, may

naturally overlap. As such, phenomena like these may be explained from such premises.

CSOs, on the other hand, appear to be well placed in respect to the intermediate (horizontal) of communication referred above. As revealed by the Information Officer of the umbrella body of NGOs from which the sample was drawn, communications in NGO development efforts may be classified as leaning toward bottom-up approaches. In explaining the model of communication the organisation used, she said:

"We mostly use all the three models of communication. There are messages, such as press statements, that require us to use the mass media, in that case we would use top-down communication. But since most of our projects involve us going to where people are located, you find that we interact with these people at interpersonal levels. For example, one of our current projects is in Chongwe and the personnel responsible for that project have to go their personally. So in this case we use bottom-up communication."

Possible explanations may be advanced to corroborate this observation. As suggested by Edwards (1994) in his paper 'NGOs in the Age of Information', NGOs have competence in linking information, knowledge and action in efficient and relevant ways because of the following factors:

- (1) NGOs have direct access to fieldwork and local accounts;
- (2) NGOs normally have offices spanning the different levels of global systems, and therefore information can flow easily between the grassroots, NGO local offices, NGO headquarters and NGO lobbying activity in global centers; and
- (3) NGOs' value base implies a democratic approach to communication that emphasizes openness, sharing and non-hierarchical communication channels.

As such, local NGOs may model their practices not only to achieve international standards but also to conform to funding requirements. For example:

Over the past three decades, the role of communication at FAO has undergone a dramatic shift from a one-way, top-down transfer of messages by extension agents to farmers, to a social process that starts with the farmers and brings together both groups in a two-way sharing of information (Coldevin, 2002). One of FAO's most significant achievements is a program called Agricultural Knowledge and Information Systems for Rural Development (AKIS/RD), which links people and institutions to promote mutual learning and generate, share and utilize agriculture-related technology, 2knowledge and

information (Coldevin, 2002). The system integrates farmers, agricultural educators, researchers and extensionists to harness knowledge and information from various sources for better farming and improved livelihoods (<http://www.uncdf.org/english/index.php>, accessed 13/04/11).

Overall, the study suggests that changes in models of development translate into shifts for the function of communication. Earlier modernist development paradigms that emphasised on technological transfer as the key to the development predicament saw the role of communication as for sending messages from development implementers to beneficiaries. Current participatory models of development employ communication as a means of empowering populations with necessary information for them to deal effectively with their environments and participate in the development process. However, such tendencies differ in respect to type of development agent. The study shows that government institutions, although employing horizontal models of communication, tend to be biased toward top-down models. On the other hand, CSOs tend lean toward bottom-up approaches.

As such the existent model of communication in Zambia's government and civil society contexts may graphically be typified as follows.



(Source: author compilation)

6.3. Question 2: How do the staff of the two institutions perceive their communications outreach work?

6.3.1 Importance of communication in development

Following Baofa (2006), 'Research studies and experience in diverse contexts and countries in Africa have clearly demonstrated that development communication approaches can be used to enhance participation in cultural, social and political change, as well as in agricultural, economic, health and community development programmes. In a word, regardless of the type of development challenges in African countries, there is some function for communication and information in the efforts made to address those development challenges.'

Further Baofa (2006) writes:

Since the decades of the 1960s and 1970s, development communication strategies and approaches have been employed in numerous development programmes and projects across the length and breadth of Africa. A variety of development communication approaches and strategies have been used by international organizations, funding agencies, government departments, non-governmental organizations (NGOs) and civil society groups in development-oriented programmes and projects designed, inter alia, to improve agricultural production; tackle environment problems; prevent and manage health problems and pandemics such as malaria and HIV/AIDS; improve community welfare, the status of women and educational levels; promote or enhance democracy and good governance; and encourage local and endogenous cultural expressions and productions.

In this study, another important question considered was the significance of communication in planned development work in both government and civil society.

The findings demonstrate that majority (91.4%) of the staff subjects perceive communication as being relevant in their work (see Table 19). This probably owes to the fact that communication is one quality managers are expected to possess besides the traditional managerial functions of planning, organising, leading, and controlling.

However, when examined in relation to amount of resources that are allocated to communication activities in organisational budgets, we get a different sense. Results suggest that the value placed to communication by policy makers, planners and development implementers is minimal. The study showed that majority (45%) of policy makers and implementers did not know how much resources were allocated to communication, only a few (17.2%) gave an indication that allocations fell in the range below 15% of operating budgets (see Table 26), but responses from the NGOs umbrella body Accountant revealed a much lower figure. This was the case at ministry headquarters and NGOs Secretariat. In smaller NGO affiliates, communication was not budgeted for at all. This is where communication was found to be a one time off process, whereas where communication was planned and budgeted for, it was continuous (see Table 15).

As echoed in a survey titled "*The state of communications in international development and its relevance to the work of the United Nations*", one of the reasons given for provision or lack of provision of financial resources for development communication was that "Very often those who participate in conferences such as the UN Roundtable mentioned above are experts in communications and know the importance of communications. But those making the budgets have a completely different viewpoint on the subject or are sometime not sensitive enough to the need for supporting activities related to communication for development" (<http://www.unCDF.org/english/index.php>, accessed 13/04/11).

In further assessing the extent to which policy makers, planners and development implementers regarded communication, this study also sought to find out if the sample were aware of and implementing the United Nations [UN] Resolution A 159/207 of August 2004 which emphasised the need for increased resources to be committed to communications-related activities in organisational budgets. Frequencies of responses showed that 34.3 percent of the respondents were not implementing the UN resolution and 31.4 percent

were not sure they did so. 25.7 percent of the respondents reported that they were implementing the international resolution (see Table 23). The results once again display the minimal role assigned to communication by policy-makers and development implementers in Zambia. Less than half (25.7%) of subjects were found to be implementing the international resolution. Levels of budgetary allocations, however, appear to dispute the claim.

The presence and/or absence of communication plans was also used to further evaluate the relevance accorded to communication. Close to half (45.7%) of the organisations surveyed stated that their organisation had a strategic communication plan and 40 percent did not have plans, whereas the remaining 14.3 percent did not know (Table 14). It is worth noting that those that had plans were mainly composed of the government sphere, the secretariats of NGO umbrella body, and large NGO affiliates.

Moreover, majority of organisations do not have development communication departments, let alone specialists (see Tables 20 and 21). Many seem to have Public Relations and Information Officers (see Table 11), whose operations may be characterised as being 'image builders' and 'reservoirs' of information about the organisations they operate in.

As discussed above, although communication is theoretically perceived to be important in development by majority of respondents, a review of organisational practices, in terms of budgetary allocation, availability of communication plans and compliance to international conventions, suggest that communication is lowly regarded in government and civil society development work in Zambia.

6.4. Question 3: What are the attributes communication variables (channels, messages and sources) in respect to models of communication in the two institutions?

6.4.1 Channels of communication

Channels of communication used by organisations are usually associated with systems (models of communication) in place. Drawing from the findings on models of communication in the section above, it is possible to deduce that channels used are a combination of top-down and bottom-up, since, as evidenced in this study, government and civil society communications seem to be horizontal, with minimal variations.

The study included a question on channels and formats of communication used in external communication by policy makers and development implementers.

The responses from staff respondents in Table 12 demonstrate a shift toward use of bottom-up channels of communication in development work. These statistics positively correlate with the observation in the 'profile of communication' section above, particularly in respect to channels of communication corresponding with the horizontal model of communication. To corroborate this claim, results in Table 12 clearly show that a combination of participatory channels (community radio- at 54.3%, booklets – at 11.3%, and meetings- at 5.7%) suggest the dominance of use of horizontal channels. Similarly, government ministries also tend to employ horizontal channels, with a top-down bias. However, it should be noted that there are variations in extents of use of horizontal channels. Civil society organisations are well placed in this regard, since, as one coordinator of the NGO umbrella body stated, NGOs are more in touch with communities they work with.

The channels used by organisations seem to correspond with subjects' preferred channels of communication, particularly when compared with the models of communication criterion. As regards to channels suggested by staff respondents, audience responses preferred bottom-up and horizontal channels.

Table 9 displays that 27.8 percent of the respondents preferred community radio as their favourite source of information. Public radio and both community and public radio were opted by 17.6 percent of respondents, whereas 10.2 percent preferred both public and private television. The internet, brochures and face-to-face communication (word-of-mouth) were respectively liked by only 0.9 percent.

An interesting observation may however be made when results on preferred audience channels and channels used by organisations are compared with findings on channels the audience actually accessed development information from. Although policy makers and development implementers' suggestion of predominant use of horizontal channels, responses from the audience suggest a bias toward top-down models within those channels. These observations on channels respondents receive development information from are displayed in Table 59.

Possible explanations for this inconsistency could be that the top-down channels are cheaper and convenient (on the part of policy makers and development implementers), and they are the only accessible channels (from the audience side). Tabulations from the following tables 13 and 48 support these claims.

This research further revealed that most of the respondents (73.1 percent) preferred that particular channel or source of communication as it was easily accessible. Other reasons for preferring a given channel were: good programmes provided; truthfulness of sources; and some specific channels provided platforms to voice their opinions and talking about things that affect people.

An appraisal of basic communication infrastructure revealed that majority of respondents owned radios; especially amongst rural and high density urban samples (see Table 41). This entails that the radio channel should be explored more in these areas. In rural areas, respondents indicated that interpersonal channels are most in use. Majority (97.3%) became aware of Vision 2030 and/or

other development messages through cooperative meetings. However, a study by Mbashila (2007) on Radio Farm Forums in Solwezi district revealed the significant role radio can play in extension work. Therefore, both interpersonal channels, such as cooperative and town hall meetings, and community radio should be explored for maximum impact.

Although 60.2 percent of the respondents owned television sets, majority (more than 80%) could be said to have been domiciled in urban areas because of the representations in the sample. There is a general lack of infrastructure such as electricity to encourage overwhelming ownership of television sets in rural areas and, moreover, majority of the rural people may not afford them.

As regards to newspaper channels (see Table 43), although majority (73.2%) of respondents were found to have had access to newspapers, much of this group was composed of urban residents, since it was highly represented in the overall sample, and thus hardly constituted the rural sample. From the findings, it appears newspapers, especially those published in English, are somewhat a limited franchise of the literate urban and rural people.

Writing on rural newspapers, Kasoma (unpublished), stated that there are two types: those sponsored by the government and which were then popularly known as provincial newspapers; and those published by the local people themselves, sometimes with little help from donors. In the UNIP era, there were six provincial newspapers, namely Tsopano, Imbila, Ngoma, Liseli, Lukanga, and Itanda. They were all written in vernacular (GRZ, 1999). The editing of these newspapers was centralised and it was done by the Zambia Information Services (ZIS) at its headquarters in Lusaka. News gathering was a tedious process that involved District Information Officers (DIOs) moving from one village to the other. The whole process of news gathering, writing, editing and dissemination was top-down.

The second type, spread across the country and varies in standards from simple sheets to more elaborate ones, uses very simple and basic technology (Kasoma,

unpublished: 20). However, high illiteracy levels and poor reading culture has rendered this channel underutilised in development work.

Further interesting results were revealed in relation to new ICTs (particularly personal computers). Majority (62%) did not own personal computers. The situation was worse in rural areas. Possible explanations could be that high poverty levels do not permit people in both urban and rural areas to buy their own computers. The situation is worsened by lack of ICT literacy. In trying to minimise such ICT problems, the South African government embarked on a project in which it opened tele-centers to enable citizens have access to such facilities. This may be emulated in Zambia. Emphasis should however shift from access to capacity building or empowerment so that people can be able to use as well as acquire such tools on their own.

Thus channels of communication appear to be modelled against approaches of communication existing in specific contexts. Results of this study reveal that intermediate channels (a mixture of to-down and bottom-up) are used in government and civil society development work. However, specific distinctions may be noted. Whereas government communications are characterised by top-down tendencies, NGO communications are inclined toward bottom-up approaches. It is also important to note that the channels of communication employed by policy makers and development implementers may not always correspond with accessible channels by the audience, as is the case in the findings of this study. This entails that choice of channels should be guided by both the organisation's approach and audience preferences. As such, policy makers and development implementers ought to conduct audience analyses/research before deploying a given channel of communication. (Messages and sources of communication are discussed in sub-section 6.7 below).

6.5. Research Question 4: Are the communication strategies used by the MoFNP and the ZCSD effective?

6.5.1 Strategies of communication and their effectiveness

6.5.2 Strategies

Cecilia Cabañero-Verzosa, a senior communications officer at the World Bank and author of *Strategic Communication for Development Projects* (2003) states that '...in order for a communication strategy to take an empowering approach, one should look not only at employing top-down methods such as mass media through newspaper or television, but also bottom-up or interactive methods such as town hall meetings. Both media plans and interpersonal communications should play a complementary role in the process' (<http://www.uncdf.org/english/index.php>).

From the results of this study, it is evident that communication strategies in government and civil society development work vacillate between those that stress on information dissemination, mobilization and persuasion (collectively grouped as top-down) and participatory strategies used to support various local initiatives to facilitate community participation (bottom-up). Table 33 corroborate this claim. Strategies employed by the organisations to achieve Vision 2030 and/other development messages are as follows: 60 percent engage with stakeholders including the media; 11.4 percent employ awareness programs; 8.6 percent use exhibitions; 5.7 percent involve community sensitisation and working with community radio stations; and at 2.9 percent, strategies employed are television programmes.

Although the majority (60%) of interviewees suggested participatory strategies of communication, through collaboration with stakeholders, a considerable combined percentage (awareness programmes – 11.4%, television programmes – 2.9%) of top-down oriented strategies somewhat quashes that bottom-up tendency.

A comparison between government and civil society in this respect reveal use of top-down oriented strategies by government and bottom-up oriented strategies by NGOs, respectively. For instance, the in-depth interview with MoFNP Public Relations Officer discovered that some of the strategies used in government communication include: Presidential state of the economy address; Economic exchange forum; TV economic exchange forum (for example culture remodelling programme on ZNBC); Economic exchange publication; MTEF and post budget outreach; and Public affairs, media briefings and signing ceremonies (comprised of the Ministry's Information Resource Centre, website, and Total Quality Management).

6.5.3 Effectiveness

Effectiveness of communication strategies was another important research question that this investigation sought to address. To assess efficacy of communication strategies, an assessment of other antecedents (such as awareness of Vision 2030) helped to determine whether the said communication strategies above were effective or not.

In respect to levels of awareness of Vision 2030 amongst audience subjects, findings suggest that, although quite effective, current communication strategies employed by government and civil society need to be revamped as only slightly more than half (54.6%) of interviewees were not aware of Vision 2030 and only 41.7 percent were found to be knowledgeable of the plan.

Policy and implementation implications may be suggested in respect to channels, messages, audience needs, time, resources and similar other determinants. There is need to deploy strategies that will ensure that the majority of citizens become aware national development plans and other development efforts such as millennium development goals. To achieve this, channels, messages and similar others that take a horizontal nature and addresses audience needs need to be considered when formulating communication strategies.

However, such a task comes with challenges. When asked whether they found any difficulty in understanding development messages, majority (64.8%) of respondents indicated that they did not find any difficulty in understanding the programmes they were exposed to from varied media, while 14.8 percent found difficulties (see Table 53).

This demonstrates that the nature of the message itself is not the biggest problem, even if a considerable percentage (14.8%) of respondents, especially those in rural areas, found certain development messages difficult to comprehend.

Results in Table 54 outline possible sources of ineffectiveness of communication strategies in development work, in respect to understanding of development messages. Majority of respondents (95.3 percent) cited technical language as the reason they found it difficult to understand some messages or programmes. One aspect of language was the technical jargon used in conveying such messages. 0.9 percent attributed the difficulty to spinned stories, subject matter complexity, and technical aspect, whereas another 0.9 percent pointed the use of English and the attempt to lure customers through spinned stories as sources of difficulties in understanding messages.

Formats of communication adopted by policy makers and implementers may also help to explain why current strategies are not very successful. Although the study suggests that much of communication involves horizontal formats such as meetings, a comparison with preferred formats by the audience reveals a lack of correspondence with those used by policy makers and implementers. Majority of audience respondents got to know about Vision 2030 and/or other development messages through the television format. Such a difference may be explained by examining government and civil society communication. For example, one defining feature of government outreach communication is its bias toward one-way, top-down information flows (see in-depth interview with MoFNP Public Relations Officer). Further, use of interpersonal formats may closely

be associated with civil society (see in-depth interview with ZCSD Information Officer). Since messages about Vision 2030 are mainly 'communicated' by government, which uses top-down oriented formats, such a difference seem to be present. As such there is need of a coordinated development process.

Other factors such as channels, resources, and audience needs ought to be considered in order to come up with effective communication strategies.

As has been noted in the case of communication channels, strategies of communication also appear to be modelled against approaches of communication existent in specific contexts. Results of this study reveal that intermediate strategies (a mixture of to-down and bottom-up) are used in government and civil society development activities. There are however notable differences. Whereas government communications strategies tend to have top-down tendencies, NGO plans lean toward bottom-up approaches. By implication, the choice of communication strategies should account for both the organisation's philosophy and audience predilections. As such, the selection of strategies for use in development work requires sensitivity to audience needs if they are to be rendered effective.

6.6. Question 5: How does the audience perceive communications by the Ministry and ZCSD?

6.6.1 Awareness of development messages

The other important objective of this research sought to determine awareness of Vision 2030 and/or other development messages amongst audience (public) respondents.

In respect to policy makers and development implementers, the results displayed in Table 29 revealed that the majority (91.4 percent) of staff respondents were aware of Vision 2030, whereas only 5.7 percent indicated that they were not aware of the plan. Although the subjects' level of education (which is treated in a later section, alongside other variables like area of residence) have not been factored out in the results given in Table 29, given their positions and workplaces, one possible explanation for this (high level of awareness) could be that most of the respondents in this sample were composed of educated people who have ideas about development issues because of their education.

Subjects that composed the audience sample, on the other hand, displayed high levels of lack of awareness and/or knowledge of Vision 2030 and/or other development information, when compared with staff respondents. Following audience responses in Table 58, 54.6 percent interviewees were not aware of Vision 2030 and 41.7 percent were aware. These observations could be explained from the fact that the audience sample was composed high density area and rural areas groups, which were found with low levels of education and thus fewer ideas about development issues.

Respondents were also assessed on understanding of development messages. Results displayed in Table 62 depict views of respondents on what they thought was the central message of Vision 2030. 25 percent accounted for subjects who thought Vision 2030 was about becoming a middle income country by 2030, while the achieving of universal primary education was represented by 6.5

percent. However, 30.6 percent of the respondents attributed the main message to other elements not outlined in the questionnaire. As it may be observed, only 25 percent of audience respondents that attempted the part exhibited understanding of Vision 2030. From the urban and rural research areas from which the sample was drawn, majority of respondents that did not know what Vision 2030 was were from the high density urban area and rural locality. Overall, it is worth noting that figures of those who understand development messages are very low.

To corroborate this claim, a similar set of questions were posed to interviewees in respect to national development planning in general. Frequency of responses to the question "Do you know about the national development plan?", as shown in Table 55, revealed that only 46.3 percent of respondents knew about national development planning, 30 percent did not know, and 7 percent were not sure. Further, results to the question "Do you know any NDP implemented in Zambia?" in Table 56 suggested that the largest percentage of the respondents (46.3 percent) did not know about any NDP, 7 percent were not sure and 25.9 percent were aware of some NDPs that have been implemented in Zambia. Interesting results were obtained when respondents were asked to identify any NDP they might have known. Here answers ranging from agricultural production, infrastructure development, development of mines to educational development were suggested (see Table 57). These findings demonstrate a general lack of awareness and knowledge by the public of development policies, programmes and/or projects.

Several factors may be suggested to explain such low levels of awareness or understanding. As results show (see profile of communication section), one factor is the mixed model of communication that is employed by government and civil society organisations which is not very effective. As available literature and findings from various studies (see <http://www.uncdf.org/english/index.php>, accessed 13/04/11) suggest, models of communication with a top-down orientation have been found to be ineffective in development work. It is more so

in government communications where such horizontal approaches are biased toward top-down ones.

At a general level, in formulating Vision 2030, majority (57.1%) respondents at Ministry of Finance and National Planning indicated that all stakeholders were consulted, as displayed in Table 36. If this was the case, the general expectation would be that, many citizens would be aware of Vision 2030. However, an overwhelming majority (80.5%) of audience respondents reported that they were not consulted (see Table 63).

When asked to suggest reasons why they might not have been consulted, as displayed in Table 63, majority (94.3%) of audience subjects suggested the lack of coordination between government policies and stakeholders activities as a major reason why all stakeholders were not adequately consulted.

As it has been demonstrated above, there is a correlation between coordination of development projects (government and local/international development agencies) and awareness of development messages, including Vision 2030. Therefore, uncoordinated development work, could be the reason of them not knowing of development plans, programmes and projects such as Vision 2030. As has been noticed elsewhere on the continent, development projects are conceived without regard of the country's national agenda, especially amongst international development agencies.

The other possible explanations for lack of awareness and/or knowledge of Vision 2030 pertain to none correspondence of channels and formats used by policy makers and development agents with those preferred by audiences (see section on channels and formats of communication), lack of communication infrastructure such as television sets and radios and access to information, especially amongst rural people (see Tables 39-46), and audience preferences and attitudes to development messages (see section on attitudes and preferences toward development messages).

6.6.2 Attitudes and preferences of audiences toward development messages

In the study, a synergetic assessment of sources trusted, and programmes that attract attention or liked by audiences on television, radio and newspapers, was used to determine audience attitudes toward development messages and subsequently sources of these attitudes. Tables 49-52 display these attributes consecutively.

In respect to audience preferences, majority of subjects indicated the following: 67.6 percent were attracted to programmes such as news; 25.9 percent reading development related stories; whereas 30.6 percent and 38 percent respectively liked to listen to news and educational programmes. One underlining theme in these statistics is that most respondents have a liking for information programmes. Information on development is amongst the most preferred. One lesson that can be learnt from the results is that information on development, besides being isolated, can be packaged with other forms of information for communication to the audience. Other forms such as entertainment should therefore be seen as opportunities that may help in communicating development information. Thus we now have concepts such as 'edutainment' in communication and development studies.

As regards to attitudes, it is not quite easy to pinpoint sources of attitudes. However, one such factor pertains to trust. Findings show that there is a close correlation between trust and levels of audience preferences. For example, participatory channels such as community radio tend to be preferred and trusted (see section on channels of communication).

Other factors may include type of message and media used, source of message, and other similar antecedents. For instance, as shown in Table 60, majority (25.9%) of the respondents who were aware of Vision 2030 got the information from expert sources. Therefore a significant relation between type of source and knowledge of development information exists. As such, source of message may be considered as a factor that shape attitudes and preferences.

6.7 Conclusion

Against the generally expected dominance of the top-down model, one-way, downward communication alone is not preferred/practised by most of the respondents. Instead, an overwhelming majority indicated they employed horizontal models of information flow in development work. Specific differences, dependent on development agent, were however observed, with government biased toward top-down models, whereas civil society had a tendency to lean towards bottom-up approaches. It was further hypothesized that changes in models of development translate into shifts for the function of communication in development work. However this is not to suggest that communication variables are always dependent models of development. Also, communication variables such as channels were positively correlated with existent models of communication in specific contexts.

CHAPTER SEVEN

CONCLUSION AND RECOMMENDATIONS

7.1 Introduction

This chapter outlines the conclusion and recommendations, which resulted from the discussion of findings from staff and audience questionnaires, focus group discussions, and in-depth interviews in relation to identified themes and research objectives. From the presentation and discussion of findings, it is possible to draw the following conclusion and recommendations. Suggestions are organised under two heads – policy level and implementation level.

7.2 Conclusion

This study has examined the comparative top-down, bottom-up and horizontal profile of communication in government and civil society development work. In doing so, the discussion of findings looked at the subject under the following themes that were organised under research questions: (a) profile of communication; (b) importance of communication; (c) awareness of development messages; (d) channels and formats of communication; (e) strategies of communication and their effectiveness; (f) and attitudes and preferences of audience segments toward development messages.

In relation to top-down, bottom-up and horizontal models of communication, the research found that against the generally expected use of the top-down model, one-way, downward communication alone is not preferred/practised by most of the respondents. Instead, an overwhelming majority indicated they employed horizontal models of information flow in development work. Specific differences, dependent on development agent, were however observed, with government biased toward top-down models, whereas civil society had a tendency to lean towards bottom-up approaches. It was further hypothesized that changes in models of development translate into shifts for the function of communication in development work. However this is not to suggest that

communication always assumes a subsidiary role (on the contrary it may be used to change those systems) nor is it an indication that other factors such as politics are not determinants.

As regards to the significance of communication, although communication is theoretically perceived to be important by majority of respondents, a review of organisational practices, in terms of budgetary allocation, availability of communication plans and compliance to international conventions, suggests that communication is lowly regarded in government and civil society development efforts in Zambia.

In terms of awareness of development messages, staff interviewees were found to be more knowledgeable of development messages than audience respondents. The disparity was more so amongst subjects in middle and low density urban areas and rural and high density urban area residents. One explanation offered was that these groups were in a disadvantaged socio-economic position that they could not, in many cases, afford basic communication infrastructure such as radio and television sets, let alone electricity, to enable them access information. Thus interpersonal channels such as co-operatives largely facilitate awareness of rural residents. Other factors such as attitudes were found to contribute to the difference.

Channels and strategies of communication, on the other hand, were found be modelled against approaches of communication existing in specific contexts. Results of this study revealed that intermediate (a mixture of to-down and bottom-up) channels (for instance mass media, community radio and interpersonal channels) and strategies (for example co-ordination with stakeholders) were used in government and civil society development activities. However, specific distinctions between government and civil society communications were observed, that is government communication appeared to have been influenced by the top-down power structure, whereas civil society communication seemed more participatory. This entails that choice of strategies

and channels should be guided by both the organisation's philosophy and audience preferences. As such, policy makers and development implementers ought to conduct audience analyses before deploying given channels and/o strategies of communication.

It was also discovered that effectiveness was hindered by such factors as difficulties in understanding messages or programmes. The study revealed that almost all the audience interviewees on this aspect cited technical language as the reason they found it. Other factors such as channels, resources, and audience needs and preferences ought to be considered in order to come up with effective communication strategies.

As regards to attitudes, it is not quite easy to pinpoint sources of attitudes. However, one such factor pertains to trust. Findings show that there is a correlation between trust and audience preferences. For example, participatory channels such as community radio tend to be preferred (see section on channels of communication). Other factors may, as shown above, include type of message and media used, source of message, and other similar antecedents.

Notable correlations between awareness and understanding of development messages in relation to other variables (sex, age, and education) were found to exist in respect to education and age.

Overall, the segmentation of development communication into models or analytical frameworks has led to the holistic approach for studying the phenomenon. Research is required to study whether the holistic approach or theoretical framework in which the models of communication interact with each other to form a "communication for development ecosystem" is conceivable. The present research sought to make a contribution to this research need. Development communication in Zambia's policy and implementation contexts vacillates between top-down and bottom-up approaches. Policy makers and implementers are yet to set a profile of communication that could serve as a standard for practice communication in

development work. The search for common attributes in government and civil society outreach communications and the formation of the communication profile has thus contributed insights into communication for development theory and practice.

7.3 Recommendations

7.3.1 Policy level

1. *Pursue social-economic policies aimed at reducing and eradicating rural and urban poverty.*

At individual level, there is need to empower rural and urban poor communities for them to afford basic communication tools such as cell phones and radio receivers to enable them access information; whereas at national level there is need of resources to build a more capable communication system.

2. *Enhance communication and information infrastructure (also suggested by Boafo, 2006);*
3. *Strengthen communication capacities (also recommended by Boafo, 2006). This can be done through among others deployment of infrastructure and training ;*
4. *Nourish the emerging independent and pluralistic media (also suggested by Boafo, 2006). This includes social media such as Facebook and blogs. A study by Brenda Bukowa (2012) provides useful insights on the role of internet (blogs) in enhancing freedom of expression in Zambia;*
5. *Increase access to communication and information systems (also recommended by Boafo, 2006);*
6. *Develop human resources in communication and information in Africa (also suggested by Boafo, 2006);*
7. *Prioritise communication and making it an integral part in development efforts in both rural and urban areas;*
8. *Enhance coordinated partnerships amongst government, civil society and beneficiaries through participatory communication. The study revealed high levels of uncoordinated development work. Participatory*

communication, according to Bessette (2006), 'requires moving from a focus on information and persuasion to facilitating exchanges between different stakeholders to address a common problem, to develop a concrete initiative for experimenting with possible solutions, and to identify the partnerships, knowledge and materials needed to support these solutions.' As it has been demonstrated in this study, solving development challenges demands community participation and synergy between different development actors. Numerous research studies (for example, Sankaré and Konaté's 'From Rio to the Sahel: Combating Desertification') and experience have found and shown that projects that do not involve communities are not sustainable.

9. *Initiate simultaneously the two processes: one, of reorienting, restructuring, and if necessary demolishing institutional structures; and second, of building up new institutional structures which could provide a base for accomplishment of new goals. Without this base, any new innovation such as ICTs and development projects may not successfully be adopted at least in the long term. However, this process of changing existing institutional structures and social relations that impede adoption is not an easy one as 'social structure types and attitudes are coins that do not readily melt. Once they are formed, they persist, possibly for centuries...'* (Shumpeter, 1947; in Shukla, 1987);
10. *Bridge the gap between rural and urban communications in order to reduce the dislocation and disparities in communication and information flows between urbanized areas and rural communities, as well as disadvantaged population groups, because of insufficient access for large segments of the national populations to modern communication and information means;*
11. *Encourage and support the development of more community radio stations especially in rural areas;*

Community radio was found to be one of the most preferred channels of communication.

12. *Establish community multimedia centres and tele-centres* where rural populations and urban poor can access ICT services such as internet in strategic areas such as schools that may be connected to the electricity grid or use alternative source of power such as solar energy;
13. *Engage and encourage government* to embrace fully incorporate communication in governance and development. As Rodgers (2005) suggested and found in this study, some of the reasons development communication is not sufficiently appreciated by decision and policy makers in development organizations is correct are: (a) a deficiency of empirical indicators on which policy makers can base their budgeting decisions; and/or (b) a lack of effective communication between those that advocate for development communication and those at the top of the organizational hierarchies; and
14. *Emphasise on not only access but also on capability* of citizens to use tools and innovations, such as ICTs, in policy and implementation frameworks.

7.3.2 Implementation level

1. *Install better telephone / mobile phone and postal facilities in rural areas.*
Currently few telephone and postal facilities exist in rural areas, and a few are domiciled at district centres. The only links are school, agricultural and hospital post boxes, which then forward the letters to the urban centre. However mobile phones are becoming central in linking rural areas to urban centres.
2. *Reassess the notion of grassroots.* Presence of a district offices is often considered being on the grassroots. This affects policy and implementation on communication and communication infrastructure follows the same pattern. Grassroots should refer to where people live and not miles away.
3. *Promote use of multimedia channels to support development projects.*
One advantage of triangulating communication mediums is that it provides different aspects of learning for different audiences and preferences. Therefore interpersonal channels may be use with other channels at the same time.
4. *Use ICTs to supplement interpersonal communication.*
No amount of media use can supplant interpersonal communication. Thus, they can only work if they are used in collaboration with interpersonal communication.
5. *Encourage open rural newspapers and broadcasting.*
Radio is one aspect of ICT that has taken centre stage in rural areas. The emphasis on 'open' owes to the fact that radio or other forms of broadcast are often not directed at one organised audience.
6. *Promote both government and private investments in rural broadcasting and internet provision.*
At the moment, many challenges face rural radio broadcasting such as low budget allocations, poor equipment, poorly trained producers or lack of training at all, and programmes tend to be dull and repetitive.

7. *Encourage prioritisation of educational and development programmes on ICT platforms such as community radio.*
8. *Advise extension workers to use group media in execution of their duties.*
'Group media are such media as video, slide-tapes, film-stripes, overhead transparencies, and traditional puppet shows and theatre' (ACCE, p. 35).
Such media may be mediated (by technology) or non-mediated. Group media are useful in 'in-depth training farmers and fieldworkers, but they may also form the basis for village-level support in a mass media campaign' (ACCE, p. 36). For example, in agriculture training, the entire crop cycle may be 'squeezed' on a poster or video of 20 or 30 minutes long.
9. *Establish agriculture, health and education information and technology resource centres in urban poor and rural areas.*

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9.0 APPENDICES

Appendix '1': Staff Questionnaire

SECTION 1 – DEMOGRAPHIC DATA

1. What is your sex?

For Researcher's use

1. Male

2. Female

2. What is your age or range in which your age falls (as of your last birthday)?

1. Below 20 years

2. 21 – 30 years old

3. 31 – 40 years old

4. 41 – 50 years old

5. 51 – 60 years old

7. Above 61 years

8. Specify (if you so wish) _____

3. What is your level of education?

1. Primary

2. Secondary

3. Tertiary

4. What type of organization do you work in?

1. Non-governmental Organisation (NGO)

2. Government Ministry/Department

3. Other (specify) _____

5. How long have you been with the organization?

1. Less than five (5) years

2. between six (6) – ten (10) years

3. between eleven (11) – fifteen (15) years

4. More than sixteen (16) years

5. Specify (if you so wish) _____

6. What is/are your position (s) or role(s) in the organization?

1. Director

2. Supervisor

3. Middle management staff

5. Top management staff

6. Lower level staff

7. Other (specify) _____

7. In which type of residential area do you live?

1. Low density area

2. Medium density area

3. High density area

4. Other (specify) _____

SECTION 2 – CHANNELS AND PROCESSES OF COMMUNICATION

12. What communication channel(s) does your organization usually use to communicate (both sending and receiving messages) with external institutions or individuals?

1. Mass media (radio/television/newspaper etc.)

2. Telephone (including cell phones)

3. Through written means (e.g. letters)

4. Through interpersonal means (e.g. messengers)

5. Other(specify) _____

13. Who is the primary officer or department responsible communicating with external institutions or people?

1. Public Relations Officer/Manager

2. Communications Officer

3. No specific officer (anyone can communicate with external organizations)

4. Other (specify) _____

SECTION 3 – THE STATE OF COMMUNICATIONS IN THE ORGANISATIONS’ PLANNING AND IMPLEMENTATION OF DEVELOPMENT ACTIVITIES AND ITS RELEVANCE TO THE VISION 2030

14. The correlation between communications and development has in the recent past decades been transformed into a field of study in the social sciences and humanities and now appears under several appellations or names such as: ‘participatory development communication’; ‘communication for development’; ‘development support communication’; ‘information education communication (IEC)’; ‘project support communication’; ‘social marketing’; ‘communication and development’ and others. Have you ever heard or read any of the above terms?

- 1. Yes
 - 2. No
 - 3. Not sure
-

15. If YES, please briefly describe what you understand by the concept.

16. In your view, are communications relevant to the development of a society or nation?

- 1. Yes
 - 2. No
 - 3. Don't know
-

17. If you answered ‘yes’ or ‘no’ to question 14, why?

18. What is your view on the argument that communication has been and is increasingly becoming important in the development process of any country?

- 1. It's a very true statement
 - 2. It's quite true
 - 3. It's a very wrong statement
 - 4. It's quite wrong
 - 5. Neither true nor wrong
 - 6. Don't know
-

19. Does your organisation have a Development Communications Department (Not Public/Media Relations or Marketing)?

- 1. Yes
 - 2. No
-

3. Don't know

20. Do you have any development communications specialists in your organisation?

1. Yes

2. No

3. Don't know

21. If YES, how many?

1. 1

2. 2

3. 3

4. 4 or more

5. Don't know

22. The ninth United Nations (UN) Roundtable on Communications for Development that was held in October 2004 called for a dedicated percentage of projects budgets to be committed to communications-related activities.

*In your opinion, is this being done in national development planning, civil society, bilateral and other international development efforts in Zambia?

1. Yes

2. No

3. Don't know

23. If your answer to question 18 was either 'yes' or 'no', why do you think this is the case?

24. Has your organisation committed resources to development communications in any way, shape or form?

1. Yes

2. No

3. Don't know

25. If your answer is 'yes' to question 20, what percentage of your total operating budget has been committed to this area in your current budget?

1. 0 - 5 %

2. 6 - 10 %

3. 11 - 15 %

4. 20 %
5. Don't know
-

26. Since you have been allocating resources to communications, if you have been, what has been the status of your budget in regard to communications in the last three or five years?

1. Decreased its budget
2. Remained the same
3. Increased its budget
4. Don't know

27. Are you aware of the Vision 2030?

1. Yes
2. No
-

28. If yes, what is its main message in respect to Zambia?

1. To attain universal primary education by 2030
2. To attain a middle income status by 2030
3. To achieve 100 percent gender representation in politics
4. To transform the Zambian economy from copper dependency to an agrarian based Economy
6. Other(s) (specify) _____

29. How did you become aware of the plan (Vision 2030)?

1. Radio
2. Television
3. Word-of-mouth (friend/family member e.t.c.)
4. Newspaper
5. Internet
6. Booklet or brochure
7. Meeting/workshop
8. Other (specify) _____

30. In your view, did all stakeholders (including ordinary people) adequately participate during the formulation of the Vision 2030 and/or other development programmes?

1. Yes

- 2. No
- 3. Don't know

31. If your response to question 26 is either 'yes' or 'no', why is this the case?

32. What is your view on the relevance of communications in the development efforts of your organisation leading towards the achievement of the 'middle income status' by 2030 outlined in the Vision 2030?

- 1. Not relevant at all
- 2. Somewhat relevant
- 3. Neither relevant nor relevant
- 4. Somewhat irrelevant
- 5. Very irrelevant

-END-

Appendix '2': Audience Questionnaire

SECTION 1 – DEMOGRAPHIC DATA

1. What is your sex?

For Researcher's use

1. Male

2. Female

2. What is your age or range in which your age falls (as of your last birthday)?

1. Below 20 years

2. 21 – 30 years old

3. 31 – 40 years old

4. 41 – 50 years old

5. 51 – 60 years old

7. Above 61 years

8. Specify _____

3. What is your level of education?

1. Primary

2. Secondary

3. Tertiary (College/university)

4. What is your marital status?

1. Single

2. Married

3. Widowed

4. Divorced

5. Other (specify) _____

SECTION 2 - CHANNELS OF COMMUNICATION THROUGH WHICH PEOPLE ACCESS OR RECEIVE INFORMATION

5. Do you own a television set (it may be guardians' or yours)?

1. Yes

2. No

6. Do you own a radio?

1. Yes

2. No

7. Do you have access to a newspaper?

1. Yes

2. No

8. What other forms of media do access information from?

1. Word-of-mouth (friends, family e.t.c.)

2. Meetings

3. Workshops

4. Loudspeakers

5. Other (specify) _____

8. If you answered YES to questions 5, 6 and 7, how frequent do you access information from these sources on a weekly basis?

1. Very often (every day of the week)

2. Often (three to four days a week)

3. Sometimes (twice a week)

4. Rarely (Once in a week)

5. Never

9. Do you have any preference amongst these and other sources of information?

1. Yes

2. No

10. If you answered yes to question 9, which source of information is your most favourite?

11. Which information source is your least favourite?

12. Why is it your least favourite?

13. What programmes do you often like to listen to from your favourite sources of information?

14. Why do you like these programmes?

**SECTION 3 - UNDERSTANDING, ATTITUDES AND VIEWS OF PEOPLE IN REGARD TO VISION
2030 MESSAGES**

13. Do you know what national development planning is about?

- 1. Yes
- 2. No
- 3. Not sure

14. Do you know any national development plan(s) that has been formulated in Zambia?

- 1. Yes
- 2. No
- 3. Not sure

15. If yes, which one(s) in particular?

16. What is your view on national development planning in regard to the development of Zambia?

17. Are you aware of the Vision 2030 and/or any other development messages?

1. Yes

2. No

18. If yes, briefly explain what you understand on the concept of Vision 2030?

19. If your answer to question 17 is YES, where did you hear the concept or term from?

1. Radio

2. Television

3. Internet

4. from a friend

5. Booklet or brochure

6. Loudspeaker

7. Other (specify) _____

20. The government (in particular the Ministry of Finance and National Planning) asserted that in its formulation of the Zambia's long term national development plan (the Vision 2030), it consulted all stakeholders. Were you consulted?

(1) Yes

(2) No

21. If yes, where were you consulted from?

22. Have you ever participated in any development related meeting or workshop or forum?

(1) Yes

(2) No

23. If yes, did you benefit from this meeting or workshop or other forum?

(1) Yes

(2) No

(3) Not sure

24. If your response is NO to question 22, why?

1. Never heard of meetings of this sort

2. Not interested

3. I wasn't invited

4. Other (specify) _____

25. Do you know any national development plan(s) that has/have been implemented in Zambia?

1. Yes

2. No

3. Not sure

26. If yes, which one(s) in particular?

27. Are you aware of Vision 2030 and/or other development programmes?

1. Yes

2. No

28. If your answer to question 27 is yes, from which channel(s) did you hear/read/become aware of Vision 2030?

1. Community radio

2. Public/state radio

3. Both community and Public/state radio

4. Public/state television

4. Private television

6. Both public and private television

7. Public/state television

8. Private newspaper

9. Both public/state and private newspaper

10. Internet

12. Booklet or brochure

13. Meeting (e.g. workshop)

14. Interpersonal channels (e.g. word-of-mouth)

15. Exhibitions (e.g. agricultural shows)

29. What kind of source did you become aware of Vision 2030 and/or other development messages?

1. Advertisement

2. Announcer (radio or television)

3. Expert

4. Ordinary person (e.g. friend)

5. Not sure

6. Other (specify)

30. Which format of message did you receive Vision 2030 and/or other development information?

1. Press release

2. Public service announcement/discussion

3. News report

4. Debate

5. Meeting

6. Television forum

7. Radio forum

31. What is the central message of Vision 2030 or any development programme you know?

1. To attain universal primary education

2. To become a middle income country

3. To achieve 100 percent women representation in parliament

4. To transform the Zambian economy from copper dependency to an agrarian economy

5. Other (specify)

32. Were you consulted during formulation of vision 203 and/or any other development programme or project by government or development implementer?

1. Yes

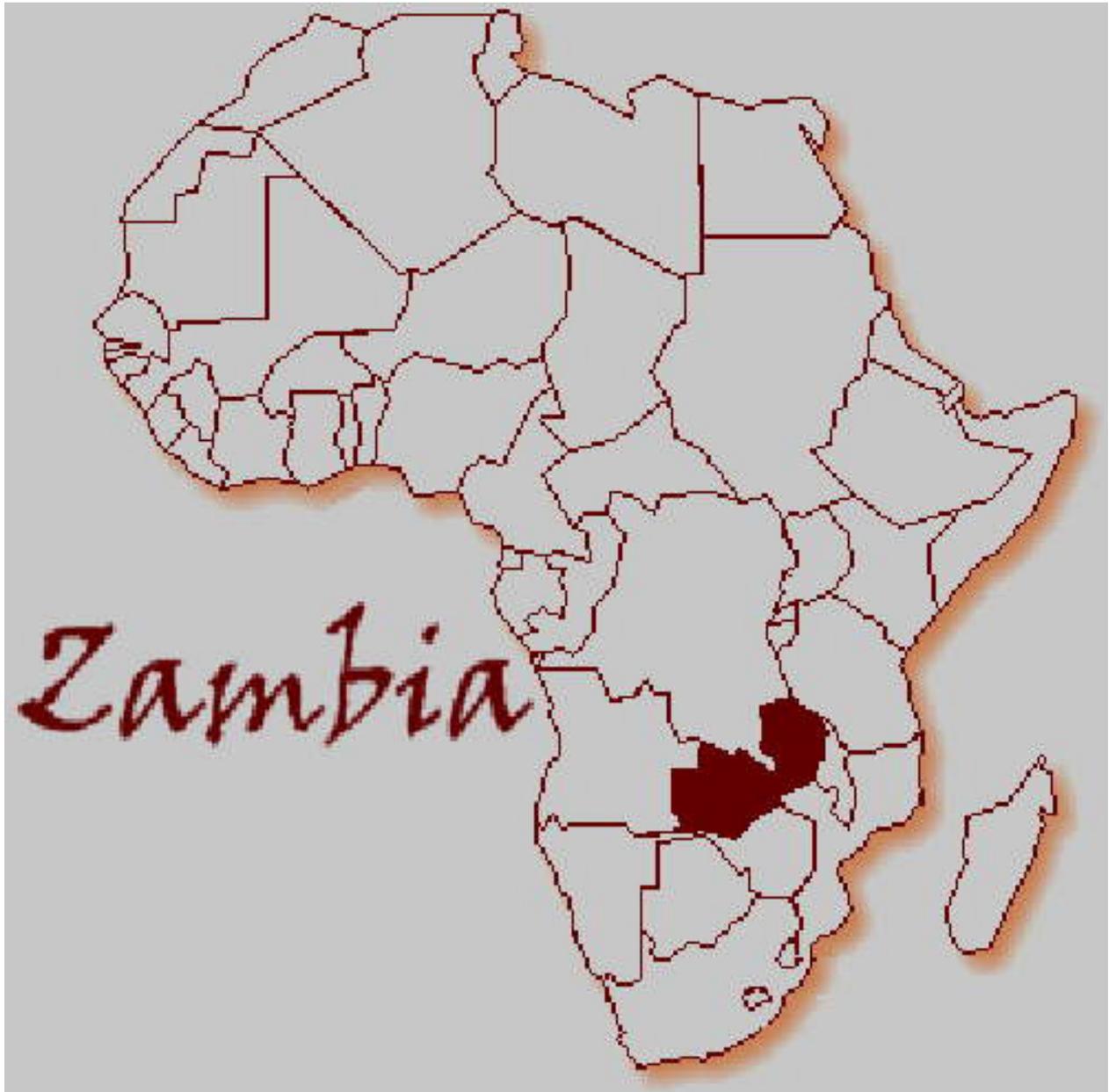
2. No

33. If yes, how were you consulted?

Appendix '3': Interview Guide

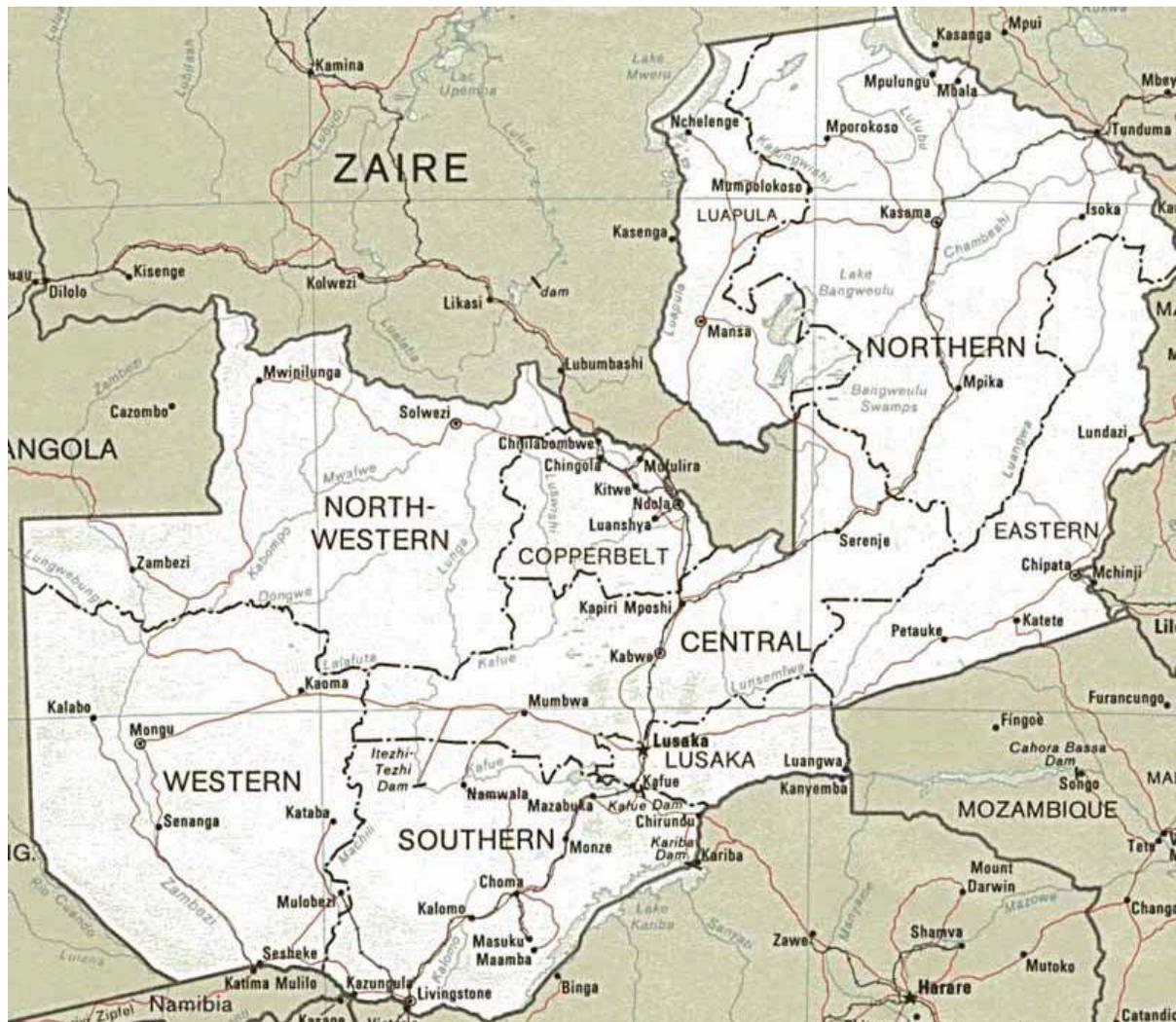
1. How would you characterise your outreach communication, in respect top-down, bottom-up and/or horizontal?
2. Which channels do you use to communicate with other organisations and the public?
2. What is your organisation's stance towards communication in your planning and Implementation of your development programmes or projects?
4. In your view, is communication relevant to the development efforts of a society or country?
5. Has your organisation committed resources to development communications in any way, shape or form?
6. What are some of the strategies you are employing to ensure the achievement of your efforts?
7. Is the strategic use of communication amongst your strategies? How?
8. Is your organisation involved in sharing of development information?

Appendix '4': Map of Africa



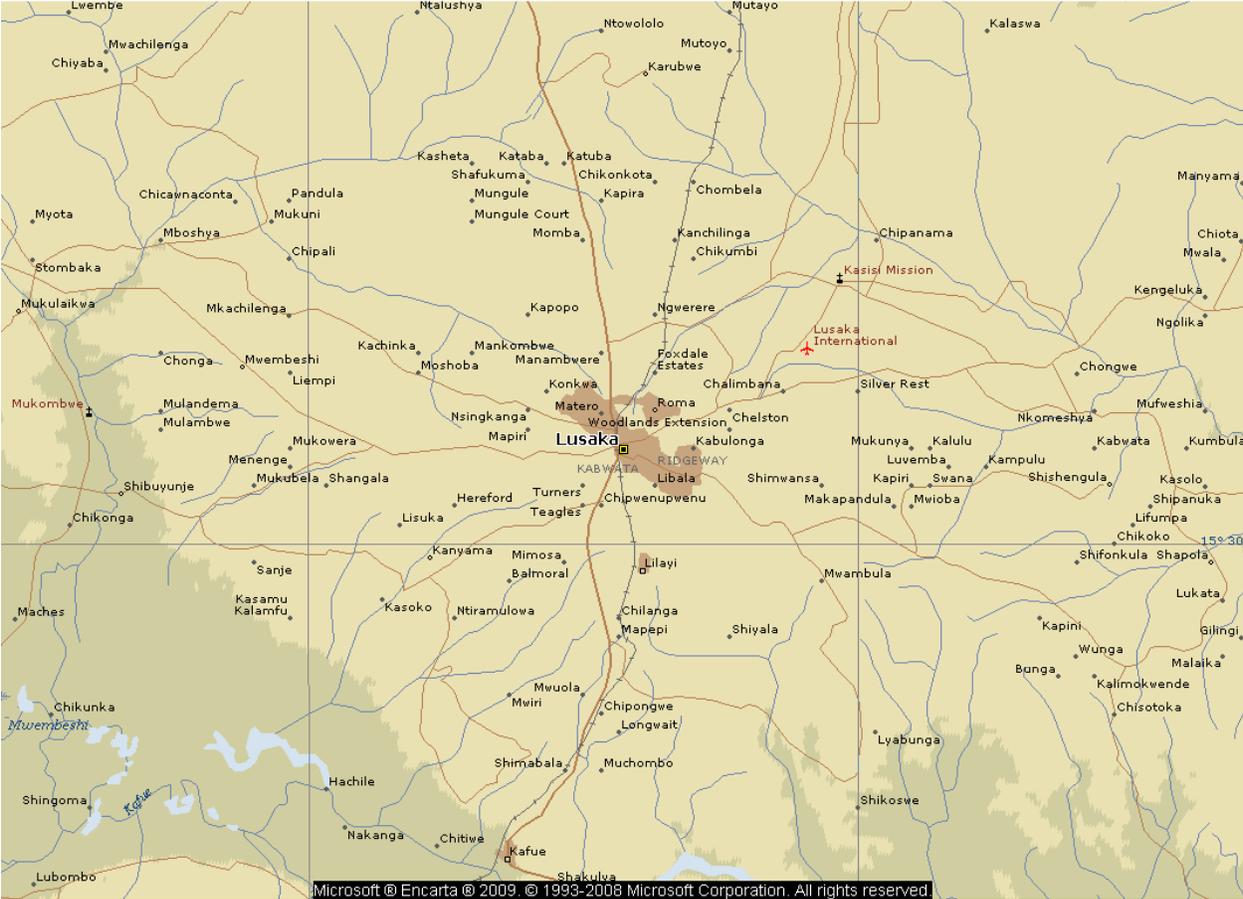
Map source: The African Conservation Foundation,
<http://www.africanconservation.com/zambiaprofile.html>

Appendix '5': Map of Zambia



Map source: University of Pennsylvania, African Studies Center,
http://www.africa.upenn.edu/CIA_Maps/Zambia_19892.gif

Appendix '6': Map of Lusaka



Source: Encarta Encyclopedia, 2009.