

**AN INVESTIGATION OF THE COMMUNICATIONS TO THE PUBLIC BY
ADMINISTRATOR GENERAL'S OFFICE ON THE FUNCTIONS OF THE
DEPARTMENT.**

BY

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**A report submitted in partial fulfilment of the requirements for obtaining the award of
the degree of Masters of Communication for Development (MCD).**

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DECLARATION

I Chalwe Chishala do declare that the work presented in this report is my own except where it is acknowledged and that it has never been presented anywhere for the award of any degree.

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ABSTRACT

The study sought to investigate the communication strategies of Administrator General's office on the dissemination of information on the functions of the department. The main objectives of the study were to determine the people's awareness levels on the functions of the department particularly to do with inheritance laws; determine how the Administrator General's office communicates about its functions; determine the preferences of the public on which communication channel to be used by Administrator General's office and to determine which channel is most appropriate for dissemination of information and why?

The findings of the study reveal that communication methods used by Administrator General's (AG's) office to disseminate information on the functions of the department are not effective. The majority of the respondents in the study had not heard of AG's office or did not understand what their functions were. This was attributed to the fact that the AG's office use radio and television only when they are invited by Non- Governmental Organizations. The study also revealed that the respondents prefer AG's office to use television and radio to sensitize the public on what they do. They should be able to initiate their own programs that will run for several weeks. That way they will be able to reach all the people especially those found in high density areas.

The study concludes with a number of recommendations. Among other things, AG's office will need to solicit for more funding so that they are able to carry out more activities that will help them raise awareness on the functions of the department. They will also need to focus their attention on those found in high density areas and those who are less educated as these are the areas according to the study that had the minority knowing that AG's office exist.

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DEDICATION

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ACRONYMS

AGs office:	Administrator General's office
CDR:	Crude Death Rate
CSO:	Central Statistical Office
FNDP:	Fifth National Development Plan
GDP:	Gross Domestic Product
GIDD:	Gender in Development Division
IJM:	International Justice Mission
JCTR:	Jesuit Centre for Theological Reflection
NGO:	Non-Governmental Organization
MCD:	Master of Communication for Development
SADC:	Southern African Development Community
SPSS:	Statistical Package for the Social Sciences
WLSA:	Women and Law in Southern Africa