THE ROLE OF ZNBC RADIO ONE IN INFLUENCING RURAL POPULATIONS: A CASE OF POLITICAL COMMUNICATION ON DEMOCRACY IN KATUBA WARD, CENTRAL PROVINCE OF ZAMBIA

BY

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A dissertation submitted to the University of Zambia in partial fulfillment of the requirements of the Degree of Master of Mass Communication

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APPROVAL

This dissertation of Mwangala Mundia is approved as fulfilling the partial requirements for the award of the degree Master of Mass Communication by the University of Zambia.

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ABSTRACT

This study is set out to investigate the role of ZNBC Radio One in influencing rural populations: A case of political communication on democracy in Katuba Ward, Central Province of Zambia.

Descriptive research design method was used. 100 self-administered questionnaires were distributed to 100 respondents and a semi structured questionnaire was administered to 11 employees at ZNBC Radio One. Three headmen from Shamwinda, Manyama and Selengwe villages of Katuba Ward in Mungule area were interviewed. Both qualitative and quantitative methods were used in collecting and analysing data. This allowed the researcher to triangulate the information provided. Quantitative data was analysed using Statistical Package for the Social Sciences (SPSS) and was presented using pie charts, frequency distribution tables and bar charts.

Producers at ZNBC Radio One said did not broadcast programmes to educate the rural populations on politics and democracy in 2014. They said programmes which are of democratic and political nature were only broadcast upon being sponsored by other organisations. Producers at ZNBC Radio One said the radio station does not carry out public opinion polls in an election year or any given time nor does it give equal coverage to all candidates involved in an election. The respondents said they did not receive sufficient information on politics and democracy. 49 percent of the respondents who participated in the research said they get information on democracy and politics from headmen who are opinion leaders and not the media. 81 percent of the respondents are illiterate as they cannot read and write while 26 percent were not up-to-date with general knowledge on national issues.

The study recommended that management at ZNBC Radio One needs to re-organise its programme schedule to ensure that it starts broadcasting programmes to educate rural populations and communicate matters on politics and democracy. ZNBC should consider to formulate a policy that will allow it have responsibility over its programming even for those programmes that are produced by sponsors. There is also need to ensure that programme scheduling is based on public interest and not in the interests of sponsors and advertisers. Additionally, government should reduce interference on ZNBC Radio One in order to allow it fulfil its mandate as a public service broadcaster.

DEDICATION

To my partner Mr. Stanley Kangwa Nkumbula for the support and encouragement rendered during the time I started the programme. Thank you for your tireless effort in helping me with the relevant books I needed for the research. This report is also dedicated to our children Tumelo, Mukuka, Stanley Kangwa Jr. and our late daughter Thabo. Above all I thank God the almighty for helping me pull through even in times when I thought I would give up.

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ACRONYMS

AVAP	Anti Voter Apathy Project
CSO	Central Statistical Office
DRC	Democratic Republic of Congo
ECZ	Electoral Commission of Zambia
EMB	Electoral Management Bodies
FODEP	Foundation for Democratic Process
FDG	Focus Group Discussion
LCMS	Living Conditions Monitoring Survey
MMD	Movement for Multi-party Democracy
NGOs	Non -Governmental Organisations
SPSS	Statistical Package for the Social Sciences
TIZ	Transparency International Zambia
TOZ	Times of Zambia
UNESCO	United Nations Educational and Scientific Cultural Organization
UNIP	United National Independence Party
ZDM	Zambia Daily Mail
ZNBC	Zambia National Broadcasting Corporation

CHAPTER ONE
INTRODUCTION

1.1 Introduction

In Zambia, people in rural areas have little knowledge on democracy and good governance due to many factors which include high levels of illiteracy among others. High illiteracy levels among rural populations hinder them from understanding the meaning of politics and democracy hence affecting their choices. The people in rural areas should be able to make their own decisions based on their own understanding of what democracy is. According to the Central Statistical Report (2010), the national literacy rate in rural areas was 60.5 percent compared with 83.8 percent in urban areas in 2010. Other factors which hinder the rural populations from understanding democracy include insufficient media messages. Availability and access to information by a greater number of citizens is a critical part of a functioning democracy and a country's development. It is for this reason that the research attempted to investigate the role of ZNBC Radio One in influencing rural populations in political communication on democracy in Katuba Ward in Central Province of Zambia. It set out to examine the attitudes, knowledge and perceptions of the people in Katuba Ward with regards to politics and democracy. The researcher used the public service broadcaster, Zambia National Broadcasting Corporation (ZNBC) Radio One (local languages section) as the medium under investigation. The criterion used in selecting ZNBC Radio One was that most people in rural areas are illiterate hence they prefer to listen to programmes in their mother tongue to English programmes.

The media is a major socialising influence, a carrier of culture, a source of information, education and entertainment. Its role is to inform, educate and entertain. It also plays an important role in political communication and participatory democracy. It can therefore be assumed that the media is a reliable channel of communication that is needed to communicate to both the literate and the illiterate population. As the saying goes information is power hence a well-informed population or society is likely to make informed decisions.

The media can be said to be a means by which those in power can use to communicate their messages at the same time citizens can also use the media to express their views on issues that are developmental to their wellbeing and the country at large. But due to high levels of illiteracy especially in the rural areas of Zambia, many people do not participate in national issues and fail to make those they voted into power accountable because they do not know their role as citizens.

According to Makungu (2004, p. 2), the media has often been described as the fourth estate of the government others being the Judiciary, Executive and Legislature because information on matters of public interest is a measure by which institutions and government and all those in positions of authority are held accountable to and by the public. As such the media serve as watchdog against the abuse of power and against corruption in public life. Information serves as a checking function so that the elected representatives as well as those appointed to serve the public uphold the oath of office and carry out the wishes of those who elected them or simply perform their mandate with integrity. The media should therefore play a strategic role of making information available for national development.

Curran (1991, p. 83) states that the media and public communication functions include providing a source of objective information widely available to all citizens and interest groups, a check (watch dog role) on the activities of powerful institutions, organisations and individuals, an arena for national deliberation and debate on the issues and policies affecting society and the state. He argues that political power largely depends on the capacity to influence people's minds by intervening in the process of socialised communication. The main channel of communication between the political system and the citizens is the mass media system. This however does not mean that the power is in the hands of the media nor does it mean that the people simply follow what the media say.

1.2 Background

1.2.1 Zambia's social economic landscape

Zambia is a land locked country. It is the 39th largest country in the world. The Indian Ocean is the nearest Ocean and is located 965km away. The area is 752,614 km squared. It is surrounded by eight neighbouring countries namely Tanzania, Democratic Republic of Congo (DRC), Zimbabwe, Malawi, Botswana, Angola, Mozambique and Namibia. For over 200 years Iron and Copper have been mined in Zambia (Zambia Demographic and Health Survey Report, 2007).

Zambia's population in 2010 was 13, 092,666. It had an increase from 9,885,591 in 2000. The male population was 6,454,647 representing 49.3 per cent while that of females was 6,638,019 representing 50.7 percent of the total population. The population residing in rural areas was 7,919,216, (60.5 percent) while that of the urban population was 5, 173, 450, and (39.5 percent) (CSO report, 2010).

1.2.2 History of the media in Zambia

According to Makungu (2004, p. 4) the history of the mass media in Zambia dates back to the early 1900s when white settlers established newspapers in towns along the line of rail. After the country became a Republic in 1964 the new African government simply put itself in the shoes of the colonialist government and continued to see the mass media as a tool for the mobilisation of the people to achieve whatever goals it thought were good for it and the country. In the second republic the country was under single party rule and underwent further refinement when the former President Kenneth Kaunda and his UNIP party and government leaders fine-tuned the country to the socialist principles of the former Soviet Union and the other Eastern bloc countries whose economic and political organisation they tried to emulate. Under the leadership of President Frederick Chiluba, the amendment to Article 4 of the constitution, which allowed the reversion to political pluralism and the relaxing of some political restrictions did not extend to the press. The new MMD government had pledged to ensure the media also benefited from the new democracy which was growing in the country. The MMD government hoped to give the press greater freedom through its proposed introduction of the freedom of information bill.

Kasoma (2002, p. 11-14), states that the colonial government used to pass on knowledge on specific subjects that Africans needed to know. Such subjects were mainly developmental. They included farming, health, proper use and preservation of the environment. At independence in 1964 the colonial government gave radio way to post independence radio broadcasting that lasted until the liberalisation of broadcasting in 1993. Like the colonial government, the Kaunda government saw radio as a tool for communicating government information and activities. Kaunda also saw radio as a tool for uniting all the 73 tribes of Zambia, a facility for political consolidation and a tool for nation building.

1.2.3 Politics and the media in Zambia

Zambia gained its independence from the British colonialists in 1964. Since then the country has had three constitutions. The country has undergone phases of both multi-partism and one party rule. Administratively, the country is divided into 10 provinces namely Central, Copperbelt, Eastern, Luapula, Lusaka, Northern, North-western, Southern, Western and Muchinga. These provinces are further subdivided into 72 districts (LCMS 2012). Until recently the country is now divided into 103 districts.

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1.2.4 The media and democracy

Oyugi et al (1988, p. 5) define democracy as the exercise of power, authority and influence in society. They furthermore define democracy as rule of, and by the people.

According to Chirwa (2010), 1998 Nobel Prize Laureate Amartya Sen describes democracy as governance by dialogue and broadcasters are ideally placed to facilitate this dialogue by providing the space for it if their services are accessible, independent, credible and open to full spectrum of diverse views.

Makungu (2004, p.1) argues that a democratic dispensation cannot function properly without the participation of journalists. This is because the access to media information is fundamental in the process of development. Access to information means that citizens are informed and hence can make informed choices rather than acting out of ignorance or misinformation.

Oyugi et al (1988, p. 74) state that democracy is a political system which encourages and makes possible free and voluntary involvement of the people in the political life of the nation. An important aspect of this involvement must include the right to make such critical decisions as the determination of the type and nature of the government to be established and the right to comment freely on important public issues that may confront the nation from time to time. Important national decisions must emanate from synthesis of the views of the people including those of the minority.

According to Curran (1991, p. 38) the democratic role of the media is to have three central functions and these are to inform, to provide a forum for debate and to represent the public. Each of these functions can be further subdivided thus the function of informing can specify reporting the news and also investigating (a watch dog) the abuse of power. The role of representing the public can be described as 'telling truth to power', relaying public opinion and mobilising public pressure.

Curran (2010, p. 57) observes that the media play an important role in enhancing democracy as can be evidenced through some theories such as media systems approach, which recognises that the media makes diverse contributions to the functioning of democracy. The rational choice perspective views democracy as a battle between competing teams of elites seeking to win backing. Its implication is to justify the division of media into entertainment for the masses and politicised media for elite and activated publics, while the liberal-pluralist perspective sees

democracy as a process of competition between diverse interests and multiple power centres. It accepts the legitimacy of advocacy journalism and hold that the media have a special duty to mobilize electors to the polls since elections are key, legitimating moments of arbitration between competing interest.

Oyugi et al (1988, p.19) argue that society satisfies most of its needs through economic production of goods and services. The infrastructure of democracy therefore lies in the economy that is the system of production, distribution and consumption of material goods and services. To this extent, democracy is served by the existence of a healthy and prosperous economy. A weak and badly functioning economy is a mortal danger for democracy. Therefore, as first requirement the solidly anchored democratic system should enable the people to get in quantity and quality, an adequate supply of goods and services i.e. food, shelter, clothing, education, security and entertainment to meet and satisfy their material social, wants and desires and other needs.

Furthermore, a good and democratic government is one which is capable of producing good results tangible or intangible benefits of the people. It is one which lives up to its purpose for existence, which justifies its existence on the strength of the good it does for the people through the goods and services it provides to them. As a government for the people it is one which caters for the material, social and other interests of the people (ibid, p.11).

In Zambia, the national literacy rate was 70.2 percent an increase from 55.2 percent in 2000. The literacy rate in rural areas was 60.5 percent compared with 83.8 per cent in urban areas in 2010 (CSO 2010).

Overall, electricity was only used by about 16 percent of the households as a source of energy for cooking. Firewood was a very common source of cooking energy in rural areas. Charcoal was used by the largest percentage of urban households followed by electricity (LCMS 2012).

The highest proportion of households in urban areas used electricity for lighting energy compared to households in rural areas. Use of electricity for lighting by households in 2010 was highest in Lusaka and Copperbelt Provinces, with 60.4 percent and 44 percent respectively (CSO 2010).

Additionally, Makungu (2004, p. 96) notes that in Zambia a fairly big population live in urban areas while the majority are often crowded in shanty compounds with few of the amenities which they are expected to enjoy. For example, lack of electricity in particular denies the poor access to

some of the media facilities that need electrical power. On the other hand, the rural population is scattered over a very wide land- mass making the people's accessibility to some of the media particularly newspapers, very difficult since the rural road network is non-existent or extremely in bad shape.

Such information is vital and needs to be taken into consideration in this study, the role of ZNBC Radio One in influencing rural populations and communicating information on politics and democracy in Katuba Ward.

Chirwa (2010, p 69) notes that availability and access to information by a greater number of citizens is a critical part of a functioning democracy and a country's development. The role of a public service broadcaster is to serve as a vehicle through which objective information and diverse perspectives are transmitted into public domain. Furthermore, he defines a public service broadcaster as one that serves the public as a whole and is accountable to the people.

According to a Human Rights report (2010), the following are some of the categories in which the media ensure democratic electoral processes generally fall:
- Media as watchdog
- Media as a campaign platform
- Media as open forum for debate and discussion or public voice

According to a survey conducted by Chirwa (2010, p. 10) in 2009 about 87 percent of households in Zambia owned one or more radio sets. Additionally, 45 percent own a television set in the whole country out of which 83 percent are from urban areas while 17 percent are from rural areas.

McQuail (2005, p. 11) states that "active participation in political life by the majority is an essential component of democracy, but it too depends on an adequate flow of communication to and amongst citizens and constituent bodies. Possibilities for expressing and disseminating views critical of government have to exist, alone with proposals for policy and new ideas".

Makungu (2004, p. 5) states that in Zambia and many other African countries the mass media has functioned as a tool of the ruling class to help it mobilise people purportedly for the social and economic development of the country, but in reality to help it remain in power. This has mainly been because of the government control and ownership on the two national daily newspapers,

Zambia Daily Mail (ZDM) and the Times of Zambia (TOZ) and Zambia National Broadcasting Corporation (ZNBC) until over a decade ago.

According to a Human Rights Report (2010), the media play an indispensable role in the proper functioning of a democracy. Discussion of the media's functions within electoral contexts often focuses on their watchdog role, the successes and failures of candidates, governments, and electoral management bodies. The media can inform the public of how effectively they have performed and help to hold them to account.

Mcfaul (2005, p. 11-12) states that in today's politics and society at large, media is essential to safeguarding transparency of democratic processes. This is often called its 'watchdog' role. Transparency is required on many levels including access to information, accountability and legitimacy of individuals, institutions and processes themselves and for rightful participation and public debate.

1.2.5 Brief Profile of ZNBC

Chirwa (2010, p. 72) explains that ZNBC operates three radio and two television channels (until recently when television three was established, a religious channel). Radio One transmits on short wave (SW) countrywide and on FM in the main industrial and commercial areas and the country's provincial centers. It broadcasts in seven main Zambian languages namely; Bemba, Kaonde, Lozi, Lunda, Luvale, Nyanja and Tonga, and targets the rural communities. Its programming offers coverage of cultural and traditional events, discussions, and news and current affairs. Most of the news and current affairs content is translated directly from the English news items broadcast by Radio Four and on television. The station also promotes Zambian music. Radio Two broadcasts in English on SW countrywide and on FM in the main industrial and commercial areas. Radio 4, broadcasts in English on FM only, can be received along the railway line stretching from Livingstone on the southern border of Zambia to Chililabombwe on the Zambia-Democratic Republic of Congo border on the Copperbelt. Both stations target broader audiences. Programming includes news and current affairs, music, entertainment, religious broadcasts, sponsored programmes, discussions and phone-in programmes, educational broadcasts and advertisements.

1.2.6 The Media and elections

According to Oyugi et al, (1988, p. 80) elections are the means of providing the electorates with the opportunity to participate in the political process and particularly in choosing their government. The voter turnout at elections would therefore be a simple but objective measure to assess the extent of participation whether in a one party state or a multi-party state.

Chirwa (2010, p. 75) outlines the mandate of a public service broadcaster as follows;
- To provide access to a wide range of information and discussion to various sectors of the society.
- To report on news and current affairs in a way that is not influenced by political, commercial and other special interests and therefore comprehensive fair and balanced (editorial independence).
- To contribute to economic, social and cultural development by providing a credible forum for democratic debate on how to meet the common challenges.
- To hold those in power in every sector of society accountable.
- To empower and inspire citizens especially the poor and marginalised in the quest to improve the quality of their lives.
- To provide credible and varied programming for all interest groups and those of the general public as well as minority audiences irrespective of their religious beliefs, political persuasion, race or gender.
- To reflect as comprehensively as possible, the range of opinions on matters of public interest and of social, political, philosophical, religious, scientific or artistic trends.
- To promote the principals of free speech and expression as well as free access to communication by enabling all citizens regardless of their social status to communicate freely on airwaves.
- To promote and develop local content.
- To provide universal access to their services with their signal seeking to reach all corners of the country.

Mcfaul (2005, p. 11-12) argues that an election cannot be deemed democratic unless the public is fully able to participate and is unhindered in exercising choice. As such, media are vital in ensuring that there is a transparent platform for debate and participation. Candidates should

represent the public. Transparency in terms of voting, counting, registering, candidate nomination, campaigning further protects and enables public participation in these processes.

He gives a poignant example, involving elections in Serbia in 2000, which is an illustration of key aspects of transparency. Several important independent media outlets contributed to the decline of Milošević's popularity. The B-92 radio station had offered unsparing professional coverage of Milošević and his regime since 1989. B-92 cofounder Goran Matić also played an instrumental role in establishing a regional radio and television network to distribute independent news broadcasts. The ANEM network, a media cluster consisting of a news agency, several independent dailies and weeklies, and a television station, helped to give Serbians news from outside state-dominated channels. Critical coverage of Milošević's wars, his economic policies, and his government's violent arrests and abuses of young protestors helped to undermine his support within the population. In September 2000, independent media coverage of official vote fraud brought outraged Serbians into the streets. At the time, Milošević had closed B-92, but ANEM and Radio Index in Belgrade ensured that there was no break in coverage. Without these media outlets, popular mobilisation would have been much harder.

According to Levitsky and Way (2010) candidates and political parties have an explicit right to provide the electorate information regarding their attributes, political agendas, and proposed plans. Besides meeting directly with members of the electorate, candidates and parties accomplish this task through campaigns via media. It is paramount to democratic electoral processes therefore, that all candidates and parties are provided equal access to media for this endeavour.

Therefore, the media can play a key role during elections by;

- Educating voters on how to exercise their democratic right.
- By reporting on the development of an election campaign.
- By providing a platform for the political parties and candidates to communicate their message to the electorate.
- By providing a platform for the public to communicate their concerns, opinions, and needs, to the candidates.
- By allowing the parties and candidates to debate with each other.
- By reporting results and monitoring vote counting.

- By scrutinizing the electoral process including electoral management in order to evaluate the process's fairness, efficiency and integrity.
- By providing information that avoids inflammatory language to help prevent election-related violence.

1.2.7 Media as Open Forum for Debate and Discussion/ Public Voice

According to a Human Rights report (2011) the media plays a major role in keeping the citizenry abreast of current events and raising awareness of various issues in any society. It also has an extremely significant impact on the public's views and way of thinking. The media is the primary means through which public opinion is shaped and at times manipulated.

It can therefore be assumed that the media is a reliable channel of communication that is needed to communicate to the illiterate population. To conduct the research, Descriptive research design method was employed. 100 respondents were selected from Katuba Ward using Convenience Sampling and 100 self-administered questionnaires were distributed. 11 radio producers at ZNBC Radio One were selected using convenience sampling and a semi structured questionnaire was administered to them. Three headmen were selected from three different villages using purposive sampling and were interviewed. The ZNBC Radio One Programmes Manager was selected using purposive sampling and he was interviewed.

1.3 Statement of the problem

People in rural areas have little knowledge on political and democratic issues. This is compounded by many reasons which include high levels of illiteracy, lack of electricity, insufficient media messages and obsolete equipment which makes it difficult for the transmission of programmes especially to areas that are not along the line of rail. The problem is that ZNBC Radio One does not carry out civic education to educate the people in rural areas on politics and democracy. The views of the people in rural areas are seldom heard on radio compared with the elite members of society. People in rural areas make decisions especially during elections based on their material gain from politicians during campaign period. The high illiteracy levels also make it difficult for the people in rural areas to make informed decisions and are easily manipulated by politicians because they do not understand the meaning of democracy. People are mandated to make the government accountable but they cannot make the office bearers

accountable and later on make observations on how they are governed if they themselves do not understand their role in a democratic dispensation.

Government should be accountable to the people who elected them into power. Governments have the obligation to deliver a minimum of public goods in order to avoid widespread social unrest. Electoral democracy provides strong institutional incentives for political officials to be accountable to their citizens. With periodic elections, citizens have a powerful instrument in their hand to reward or punish a government for its performance since elections are the main mechanism to allocate power in democratic systems. Voter turnout at elections would be a simple but objective yardstick to measure the extent of citizen's participation.

The study sought to establish what gaps might exist at ZNBC Radio One in communicating information on politics and democracy in Katuba Ward. The study looked at the knowledge, perceptions and attitudes of the people in Katuba Ward towards political information on democracy.

1.4 Purpose of the study

The study on the topic; the role of ZNBC Radio One in influencing rural populations; A case of political communication on democracy in Katuba Ward, Central Province of Zambia was meant to investigate the role ZNBC Radio One plays in influencing the people of Katuba Ward by way of communicating political and democratic information to enhance their participation in national issues. The purpose of the research was also meant to determine whether the rural populations have the knowledge and understanding of what democracy is based on the information they receive from ZNBC Radio One. Political and democratic information can affect people's lives as it also shapes their choices especially the leaders they usher into power. The purpose of the study was to examine the barriers if any that hinder the people of Katuba Ward from accessing information on politics and democracy. The researcher wanted to know if the messages disseminated on ZNBC Radio One are relevant to help people in Katuba Ward make informed decisions.

1.5 Objective of the study
The study was guided by the following objectives
1.5.1   Main Objective

To establish the role of ZNBC Radio One in influencing rural populations and as a tool for communicating political and democratic information in Katuba Ward so as to enhance their participation in national issues.

1.5.2 Specific objectives

The research sought to achieve the following objectives.

i. to explore the views of radio producers at ZNBC Radio One in the programming and determine if the dissemination of information on politics and democracy to rural communities is achieved,

ii. to assess if the people of Katuba Ward receive enough information on politics and democracy from ZNBC Radio One and determine if they listen to ZNBC Radio One,

iii. to assess if the people of Katuba Ward are well vested with information on politics and democracy,

iv. to gauge if ZNBC Radio One influences the people of Katuba Ward to participate in national issues and determine if they make their leaders accountable.

1.6 Research questions

A research question is a formally stated question intended to provide indications about something. It is not limited to investigating the relationships between variables. Research questions pose only general area of investigation (Wimmer and Dominick, 2006).

1.6 .1 Main research question

What is the role of ZNBC Radio One in influencing rural populations in communicating information on politics and democracy in Katuba Ward in Central Province of Zambia?

1.6 .2 Specific research questions

a) What are your views regarding the programming at ZNBC Radio One and how is the dissemination of information on politics and democracy achieved?

b) What are your perceptions and attitudes (of the people of Katuba Ward) regarding your listenership to ZNBC Radio One and how do you gauge the amount of information you receive on politics and democracy?

c) How would you describe your knowledge and understanding on issues surrounding politics and democracy?

d) How influential is ZNBC Radio One in communicating politics and democracy to you and do you make your leaders accountable.

1.7 Significance of the study

The study was significant as it will benefit the people in rural areas with regards to their understanding on the meaning of democracy given the situation that they are educated by ZNBC Radio One through different interactive and educative programmes specifically for the rural communities. This will in the long run enable them participate in national issues, enhance their knowledge and improve their quality of life. The research was significant in that it may help ZNBC Radio One plan and factor in certain components in its programming based on public interest to carter for the people in rural areas. The study will also help ZNBC Radio One become aware of the views of the people in rural areas and hence act accordingly. The study was also important to the development of the country as it was timely and relevant to the Zambian democratic and electoral process.

Through this study, organisations such as the Foundation for Democratic Process (FODEP), Transparency International Zambia (TIZ), Zambia National Broadcasting Corporation (ZNBC), Anti Voter Apathy (AVAP), Electoral Commission of Zambia (ECZ) and other stakeholders will be made aware of the existing attitudes and beliefs and the knowledge the of people in Katuba Ward have on politics and democracy. The research was important as it will help other researchers in future who may want to build on what has been done so far. The findings may help the relevant stakeholders in designing specific and relevant interventions that have been identified. By so doing the interventions may empower and inspire citizens especially the poor and marginalised improve their quality of life.

1.8 Delimitation of the study

The study was conducted in Mungule area of Chibombo District located 16 km North of Lusaka the capital city of Zambia. It was conducted in Katuba Ward. Katuba Ward is located in Katuba Constituency. The constituency is divided into six wards namely Chunga, Mungule, Muchenje, Kabile, Chilochabalenje and Katuba itself. The constituency has 248 villages. According to the Central Statistical Office (CSO) report of 2010, the following is a breakdown of the population in each particular ward. Katuba Ward has a population of 15, 309 people while Chunga has 7,997 people. Mungule Ward has 25, 064 people while Muchenje has a population of 11, 074

people. Chilochabalenje has a population of 7,334 people and lastly Kabile Ward has a total of 9,877. The criterion used for selecting Katuba Ward was that it has the highest number of villages in the constituency. Katuba ward has 48 villages.

1.9 Limitation of the study

The researcher faced challenges with some respondents who lost the questionnaire and therefore had to reprint it. The other limitations are that some respondents were not willing to answer the questionnaire even when they were assured that they would be helped they still shunned answering saying they are illiterate. The other limitation was that the researcher was denied study leave by employers hence dividing time between the research and working was a challenge. Accessing information on the population was also a challenge and took much of the researcher's time as the Central Statistical Office (CSO) did not have data on the number of villages found in Katuba Ward neither did the Ministry of Traditional Affairs or the House of Chiefs. The researcher then went to the Ministry of Local Government and Housing and equally they did not have the required information. The researcher only managed to access information from the village headmen through their village registers which have information of all the inhabitants of a village. However, only two headmen availed the researcher with the village registers these were headman Shamwinda and headman Moomba. The other headmen said it was difficult to avail the researcher with the village registers as they were kept at Chieftainess Mungule's Palace.

Other limitations were that some members of staff at ZNBC Radio One in particular the Lunda section was not cooperative as two of them kept losing the questionnaires. Furthermore, producers at ZNBC Radio One have different shifts in which they work hence getting them together to do the Focus Group Discussion was a challenge hence the researcher just had to get their views through a semi structured questionnaire in written and not orally. Other limitations were accessing village headmen who are the key informants in the research. It was very difficult to get them together to do the Focus Group Discussion (FGD) as they always had busy programmes hence they were interviewed individually. Others were not willing to give information as they said they were not comfortable to talk to the researcher despite assurances of confidentiality.

1.10 Theoretical framework

The purpose of theoretical framework is to define, explain and provide a framework for understanding the concepts used in this study as regards the role of ZNBC Radio One in influencing rural populations; A case of political communication on democracy in Katuba Ward, Central Province.

Theories are described as important road maps for research (Potter & Riddle, 2007) because theories guide research by providing clarity to ideas and findings that require testing and interpretation. Furthermore, theories function as glue to important research findings thereby providing a critical platform for justification of certain systems.

Wimmer and Dominick (2006, p. 463) define a theory as a set of related propositions that present a systematic view of phenomena by specifying relationships among concepts.

a) **Public Service Broadcasting theory.**

The term public service broadcasting in the United States generally refers to the minority network mainly financed by viewers and listeners voluntarily and choosing to pursue certain cultural goals. According to McQuail (2010, p. 178), many other countries refer to a system that is set up by the law and generally financed by the public funds (often a compulsory license paid by households). The general rationale for such systems is to serve the public interest by meeting the important communication needs of the society and its citizens as decided and reviewed by way of the democratic political system. He outlines the main goals for a public service broadcaster as;

- Universality of geographic coverage (reception as well as transmission)
- Diversity in providing for all main tastes, interests, and needs as well as matching the full range of opinions and beliefs
- Providing for special minorities
- Having concern for the national culture, language and identity
- Serving the needs of the political system
- Providing balanced and impartial information on issues of conflict
- Having a specific concern for quality as defined in different ways
- Putting public interest before financial objectives

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Public broadcasting theory also relates to the kind of organisations that would be needed in order to achieve the above mentioned goals. He further states that a public broadcasting system should have;

- A founding charter or mission
- Public financing to some degree
- Independence from government
- Mechanism of accountability to the society and general public
- Mechanism of accountability to the audience.

b) **Agenda Setting Theory.**

The theory was coined by professors Maxwell McCombs and Donald Shaw (1972-1993) to describe a phenomenon which had long been noticed and studied in the context of election campaign. The core idea is that the news media indicate to the public what main issues of the day are and is reflected in what the public perceives as the main issues. As Trenaman and McQuail (1961: p 178) pointed out that evidence strongly suggests that people think about what they are told but at no level do they think what they are told. The evidence collected at that time and much since consists of data showing a correspondence between the order of the importance given in the media to issues and the order of the significance attached to the same issues by politicians and the public.

Lazarsfeld (1944) referred to it as the power to structure issues. Politicians seek to convince voters that the most important issues are those with which they are most closely identified. This is an essential part of advocacy and attempts at influencing public opinion.

Davis and Robinson (1986) criticised previous agenda setting research for neglecting possible effects on what people think concerning who is important, where important things happen and why things are important, while Rogers and Dearing (1987) argued that there was need to distinguish between three different agendas, the priorities of the media, those of the public and those of policy. These interact in complex ways and may have different directions.

It fitted in this study because the media is essential in mobilising the citizens on matters of national interest.

c) **Knowledge gap theory**

The Knowledge gap theory can be said to be the increasing gap between the higher and lower educated people. The theory was first proposed by Tichenor, Donohue and Olien (1970) at the University of Minnesota in the 1970s. It was assumed that the theory could result in increasing the information gap between people of lower and those of the higher social economic status. It fitted in this study in that there is a gap of knowledge on politics and democracy between the elite in urban areas and the illiterate in rural areas.

1.11 Conceptual and Operational definitions

Operational definitions specify procedures that allow a researcher to experience or measure a concept (Wimmer and Dominick, 2006, p. 11)

Influence the term has been defined as getting people to change their minds about a topic and to act in a certain way by acknowledging their opinions http://smallbusiness.chron.com/definition-influencing-skills-business-23851.html. In the study the word influence has been used to mean to persuade the community in rural areas to act or participate in national issues for their own benefit. The media should have an influence on the people in rural areas to hold those in power accountable. It is the duty of the media to play its role by providing information and education that will persuade and influence them on issues of politics and democracy.

Information as defined by McQuail (2005, p. 555) in a broad sense, the content (messages) of all meaningful communication is information. In this study the term information has been used to mean "media messages" being transmitted from ZNBC Radio One to the rural community with the view of enriching them to know their fundamental and democratic rights. The researcher was looking at the rural community's right to information that will help them make informed decisions and not be manipulated by politicians due to their ignorance as the saying goes information is power.

Democracy refers to the periodic right to vote and the ability of citizens to change the political leadership and participate in the governance of the country (Boyd-Barrett 1997, p. 164).
The term democracy has been used in the study to mean citizens' right in particular the rural communities to participate in national issues and also exercising at all levels in decision making just like the elite do.

Political communication is an interactive process concerning the transmission of information among politicians, the news media and the public (Norris, 2004, p. 1). In the study the term political communication refers to advocacy of political viewpoints being transmitted from ZNBC Radio One to the community for the primary purpose of educating them on their civic and democratic rights as citizens. The advocacy function may also be viewed as one of persuasion.

1.13 Organisation of the study

The first chapter presents the introduction of the study. Issues in the chapter include statement of the problem, purpose of the study, objectives of the study, research questions, significance of the study, limitations, delimitation, operational and conceptual definitions, organisation of the dissertation and a chapter summary. The literature review will follow in the next chapter which is chapter two. It attempts to explore some of the existing literature on perceptions and attitudes of people in rural communities on the role of ZNBC Radio One in influencing rural populations at global, regional and national or local levels. Chapter three will look at the methodology used during the study. It will look at the research design, population, sample and sampling procedure and data collection. Chapter four looks at the research findings based on the responses by respondents to the research. Chapter five looks at the findings of the study. The last and final chapter which is chapter six provides the conclusion and makes recommendations based on the important findings of the study.

1.14 Summary

Chapter one revealed the background information to the research and also looked at the statement of the problem, purpose of the study, the objectives, research questions, the significance of the study, limitations, delimitation, theoretical framework, conceptual and operational definitions and organisation of the study. The chapter that follows looks at the literature review.

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

The chapter reviews relevant literature on the role of ZNBC Radio One in influencing rural populations: A case of political communication on democracy in Katuba Ward, Central Province of Zambia at the global, regional and local perspectives. Literature review entails consulting available literature to learn what has been done, how it was done and what results were found. It allows a researcher to learn from previous research (Wimmer and Dominick 2006, p. 24).

2.3 Related studies

Studies have been done globally, in Africa as a region and in Zambia similar to the topic being investigated by the researcher on the role of ZNBC Radio One in influencing rural populations, a case of political communication on democracy in Katuba Ward, Central Province.

2.4 Global perspective

Research findings from a study in Malaysia by Leong (2015) titled ***Political communication in Malaysia: The use of new media in politics*** revealed that to gain and retain political power, politicians used the media to persuade the masses to vote and support them, especially during elections. Barisan Nasional (BN) (the ruling party in Malaysia) successfully used the media to maintain its power for the past 57 years, making it the longest-serving elected government in the world and is still in office. However, the emergence of the internet has challenged the status quo. The study investigated how new the media has influenced the political process and communication strategies in Malaysia and its impact on the political landscape. The findings showed that new media, especially Web 2.0, expanded the public sphere and enabled more Malaysians to participate in the democratic process, through information dissemination, mobilisation or crowd-sourcing. Gerges (1999, p. 104) adds that the mass media can be seen not only as a driving force behind cultural and social change but also as an index for political mobilisation, both domestically and internationally.

However, Hamm and Mann (1997, p. 18,) argue that the media can greatly effect elections by generating attention, whether it is through negative campaigning or through their choice in coverage of a candidate. In competing for the attention of the large swath of the electorate that is

uninterested, disheartened or cynical politicians, interest groups and even the media often resort to negatively, demonization, polarisation and at times, sensationalism. They further state that in the 1992 Ohio House race, a political banking scandal generated media attention which ultimately led to Republican Martin Hoke beating incumbent Mary Rose Oakar with 57% of the vote. Hoke campaigned nearly the entire time by attacking Oakar. In another district where there was far less media attention, Democratic incumbent Louis Stokes effortlessly won the reelection.

And Mondak (1995) adds that negative campaigning has become a staple among American politics and negative reporting can have a major impact in shaping the public's evaluation of public officials. This can be seen by the media's role in forming voter's national economic evaluation in the 1992 election. Despite positive economic conditions at the time, which appeared to favour Bush for reelection, negative reporting on the economic performance during the year affected the public perception of the economy.

Wood and Edwards (1999) argue that in some incidents the media can set the political agenda by covering issues the government does not want to focus on. This was evident through the media's coverage of U.S. interventions in Somalia and Bosnia and the media's pressure on the government to take action. This is an example of the media informing the public by spotlighting an issue that would otherwise be unknown. This incident caused President Clinton to say the media was trying to force him to get America into a war. They further state that instead of the President choosing what international affairs to engage in, the media dictated what issue should be a concern.

But Kovach and Rosentiel (2001, p.17) explain that the primary purpose of journalism is to provide citizens with the information they need to be free and self-governing. The news media serve as a watchdog and provide checks and balances for those in power.

In agreement with Kovach and Rosentiel, a DFID Practice Paper (2008) states that in principle, free, independent and plural media can provide a critical check on state abuse of power or corruption, enable informed and inclusive public debate on issues of concern to poor people, and give greater public recognition to the perspectives of marginalised citizens. Whether reporting positive or negative news, news media exposure can contribute to political trust and engagement, and satisfaction with democracy. Where the media performs the roles of agenda setter, watchdog

and gatekeeper effectively, it can contribute to democratic governance and accountability in the following ways:

- *Agenda-setter:* The media can raise awareness of social problems, informing elected officials about public concerns and needs. A number of studies have demonstrated that the issues the media present as important are the same as those the public subsequently think are important.

- *Watchdog:* The news can provide a check on powerful sectors of society, including leaders within the private and public domains. Investigative journalism, in particular, can uncover corruption and monitor public interests. The role of the media as watchdog can be highly political in fragile conflict-affected states.

- *Gatekeeper*: The media can be a forum for the public debate and discussion of social issues and it can represent a plurality of perspectives, including those of poor and marginalised groups.

However, the paper states that, in practice, limited empirical research has been done on how and under what conditions the media might be able to perform these roles effectively. Whilst generalised assumptions about the media's positive contribution to democracy are often made in the literature, a number of structural barriers often prevent them from living up to this ideal in practice. These barriers include state ownership or control, a prevailing environment of patrimonialism, media commercialisation, poor journalistic capacity and professional standards, and lack of citizen engagement with the media. Furthermore, many acknowledge that whilst the media may in principle be critical to public discourse, it cannot by itself guarantee improved state accountability or responsiveness.

Conversely, a Human Rights report (2011), states that the media plays a major role in keeping the citizenry abreast of current events and raising awareness of various issues in any society. It also has an extremely significant impact on the public's views and way of thinking. The media is the primary means through which public opinion is shaped and at times manipulated. The media's role becomes even more vital in exceptional periods, one of which is electoral junctures, when the media becomes a primary player. Elections constitute a basic challenge to the media, putting its impartiality and objectivity to the test.

On government control towards the media, McQuail (2010, p. 241) observes that in many countries there is a public sector of the media (usually broadcasting) over which governments have ultimate control and there are diverse ways in which the management of these organisations are penetrated by political interests even where they have some autonomy. He adds that for electoral reasons politicians are often obliged to court the favour of powerful media so that the flow of influence can be two way.

And Barak (2006) notes that democracy thrives where there is freedom of political expression, freedom of speech and freedom of the press so that citizens are informed and vote in their own interest.

But to what extent does free and independent media contribute to good governance and what are the consequences for human development? In his study titled *the Role of the Free Press in Promoting Democratization, Good Governance and Human Development* Norris (2008) established that a free press is important, both intrinsically and instrumentally, as a major component of democracy and good governance.

In her article titled *The Influence and Relationship of the Media in Politics, Campaigns and Elections,* Lane (2012) states that in an age of timeliness and demand for information, the media plays a crucial role in informing the public about politics, campaigns and elections. But while the public demands information from the media, there is also an underlying cynicism in the American culture against the media and politicians for negative campaign coverage and a perceived media bias. She argues that what is often missed is the influence the government has on the media, and equally, the influence the media has on the government. Additionally, the media helps influence what issues voters should care about in elections and what criteria they should use to evaluate candidates. She notes that there is a cyclical relationship between the media, the government and the public and while the media can occasionally shape public opinion, it has a greater influence in communicating to voters what issues are important and less of an influence in convincing them what to think about those issues.

Ward (1989, p. 112) describes the relationship between the media and politicians as follows: "From a time when the influence of the mass media was less understood, government and other politicians realised the importance of the media, notably the assumptions of the persuasive power

of propaganda on the public. The control of information hence gives power and control over the public".

However, a report by UNESCO (2005) states that the media are essential to democracy and a democratic election is impossible without media. A free and fair election is not only about the freedom to vote and the knowledge of how to cast a vote, but also about a participatory process where voters engage in public debate and have adequate information about parties, policies, candidates and the election process itself in order to make informed choices. Furthermore, media acts as a crucial watchdog to democratic elections, safeguarding the transparency of the process.

2.4 At the regional level

On the African continent, Nisbet (2008) conducted a study in Mali on the topic *Media use, democratic citizenship, and communication gaps in a developing democracy.* The study examined the association between forms of media use (radio, newspaper, and television) and individual political knowledge, participation, and socialisation. The analysis demonstrated a pattern of political communication gaps where media use is associated with a widening of gaps in political knowledge and participation favouring socially privileged groups. Conversely, media use is associated with a narrowing of gaps in democratic socialisation between social groups.

He examined the relationship between mass media use and democratic citizenship within a developing democracy. In the last decade, many areas of the developing world have experienced increased democratisation and opportunities for citizen participation in political decision-making.

The study asserts that though mass media use may enhance democratic citizenship in a developing democracy in a similar fashion as a more developed democracy, media use may also be associated with political communication gaps in developing democracies. Furthermore, the pattern of these communication gaps may have a systemic impact on the democratisation process within a developing democracy.

The findings had implications for understanding the institutional and systemic role of the mass media in developing democracies. The findings stated that although mass media use may enhance democratic citizenship in a developing democracy in a similar fashion as a more developed democracy, media use may also be associated with political communication gaps in developing democracies.

A study conducted by Ityough (2010) on the topic ***Broadcasting and political development in Nigeria***, revealed that the broadcast media such as radio and television are powerful tools in mobilizing people for participation in the political activities in Nigeria. The study also found that although they are powerful in their mobilisation efforts for political participation, they are in most cases tools in the hands of government in achieving their selfish desires. Similar findings were established by Ocholi (2003) in his study titled; ***The broadcast media as instrument for mass mobilisation in democratic processes in Nigeria, a study of 2003 election.*** He attempted to look at the role the broadcast media played in the 2003 election in the Nigeria democratic process. The study looked at the several roles or how relevant the broadcast media had been in the Nigerian democratic process. The study acknowledged that broadcast media are very powerful instruments for mass mobilisation. They are capable of many things, they can make or destroy, they can instigate war under certain conditions or even foster peace initiatives, and they can promote or hinder development. They are medium for mass mobilisation and integration. As an aspect or adjunct of mass communication, the broadcast media have become a widely acceptable tool for advancing democracy both in the developed world and developing countries.

He concluded that the broadcast media played an important role in enhancing democracy and politics in Nigeria by informing and educating the masses constantly on the political activities and programmes.

It was recommended that for more political development in Nigeria, the broadcast media must not in any way to be the tools for propaganda in the hands of governments. Rather, they must be used as tools of informing and constantly educating people on those policies and programmes that can go a long way to enhancing democracy and politics. This is in agreement with a Human Rights report (2011) which states that the task of the media, especially national media outlets, is not and should not be to function as a mouthpiece for any government body or particular candidate. Its basic role is to enlighten and educate the public and act as a neutral, objective platform for the free debate of all points of view.

A prime concern of media coverage of elections is the right of voters to full and accurate information, and their rights to participate in debates and dialogue on policy matters and with politicians. Inherent to this task is the entitlement of parties and candidates to use the media as a platform for interaction with the public. Furthermore, the Electoral Management Body (EMB) has a need to communicate information to the electorate and to a variety of other groups,

including the political parties and candidates. The media themselves have a right to report freely and to scrutinize the whole electoral process. This scrutiny is in itself a vital safeguard against interference or corruption in the management or conduct of the electoral process (ibid).

Levitsky and Way (2010) give an outline of the several roles the media plays in realising contestants' right to campaign. These include to create a level playing field is the first role. This entails equal access to state broadcasters and other state resources. Among the most effective, but least analysed, means of autocratic survival is an uneven playing field. In countries like Botswana, Georgia, Kyrgyzstan, Malaysia, Malawi, Mozambique, Senegal, Singapore, Tanzania, and Venezuela, democratic competition is undermined less by electoral fraud or repression than by unequal access to state institutions, resources, and the media. An uneven playing field is less evident to outside observers than is electoral fraud or repression but it can have a devastating impact on democratic competition. Levelling the campaign playing field is one of the main justifications for regulation of media during elections. Another key role of media in campaigning is balanced reporting, ensuring that candidates receive fair coverage. This is one reason why robust media monitoring is so important toward ensuring fair and free elections. Media professionalism and media literacy are also fundamental to this achievement.

But Lane (2012) argues that the government plays a role in dictating the media's content through the media's regular use of public officials as sources in the news. Just as the government influences the media, the media can help set the political agenda by focusing on specific issues and influencing what issues the public and government should be concerned with. Additionally, a Human Rights report (2011) states that the media are not the sole source of information for voters, but in a world dominated by mass communications, it is increasingly the media that determine the political agenda, even in less technologically advanced countries.

On the other hand, Dare (1990) notes that language is also a problem in the media. He explains that though Nigeria is a predominantly illiterate nation, the language of its media is predominantly English hence English news bulletins are more frequent. In the same way, most of the best enlightenment programmes are broadcast in English. Programming in English is superior in scope and quality to those indigenous languages. He maintains that more than two-thirds of the country's population is by-passed by news and information programmes that are packaged in English.

In line with this, a study conducted by Altai Consulting (2010) in Afghanistan found that only 13 percent of the population turned to the printed press for information. This low percentage was a result of literacy levels and access. Ferire (1972) argues that whatever the form illiteracy makes people docile, narrows their horizon and above all denies them a sense of being human. Therefore, in order for someone to attain full being that individual must become literate.

2.5 At the National level

Despite the important role that the media plays, the Zambian media, especially the state- owned media have been accused of being a government propaganda too (Matibini 2006). Kangwa (1994) agrees with Matibini in his study titled ***development and broadcasting in Zambia, and drawing conclusions to the present situation of broadcasting and the direction it would move in future***. Kangwa's (1994) findings showed that broadcasting, radio in particular, had become the dominant news source for the nation, an effective instrument of propaganda for the government and a powerful influence in the political, social, economic and cultural life of the Zambian people.

To this effect, Moore (1991) states that the media are owned by the government, there are no guarantees of press freedom in the constitution and generally, individual provisions of freedom of expression do not seem to apply to the press.

Makungu (2004, p.14) agrees by stating that political interest plays a major role in the desire for government to continue owning the media so as to advance their interests adding that politicians will go to great lengths to oppose any form of media freedom even if it has initiatives for economic reasons to improve their performance, such as privatisation. He gives an example of the extent to which politicians will hold on to state media by referring to Zambia's third President Late Levy Mwanawasa who he quotes as saying "the state owned media provide an important counterweight to the often critical privately owned media, which he accused of reporting sensationally.

In support of the sentiments above, Martinsson (2009) states that another critical dimension of the media environment is the strength of the traditions and legal framework of political freedom and respect for freedom of expression. Preferably the media will operate under the protection of strong constitutional and statutory guarantees of freedom of expression and access to information. For example, the extent to which the allocation of broadcasting frequencies is a fair and transparent process is likely to have a significant influence on how the broadcasters

discharge their responsibilities at election time. Similarly, a history of censorship or physical intimidation of the media is likely to loom as a constant threat over journalists and editors in their election coverage.

To this effect, Chirwa (2010, p. 74) observes that the national broadcaster, ZNBC has, time and again, been accused of not giving balanced coverage of political parties in news and current affairs programmes during election campaigns. He states that in principle, ZNBC should give equal coverage to all the major political parties taking part in any election in Zambia.

And Matibini (2006, p. 67- 68) states that there are many reasons why the media are regulated, among them; to prevent the media from publishing information which is deemed to be harmful to the public and to cushion the perceived harmful effects that the media have on society. These regulations take different forms such as self- regulation (ethics), institutional code of conduct, licensing, ownership, and other government policies, laws, constitutions and the general public itself through cultural beliefs norms, religion and customs.

Danjoux (2010, p. 16) says the media have a role to educate, entertain and to inform the public. For the public to be able to participate in the governance of the nation it is important for the media to provide factual and objective information.

Matibini (2006, p. 1) agrees by stating: "without the press to inform and investigate issues, both great and small, public discourse is impoverished. The press is, therefore, an institution, which is irreplaceable in a democratic society." Therefore, it is clear that the media play a critical role in enhancing democracy by informing, providing a platform for debate and representing the public. These roles can only be carried out effectively if the media are allowed to carry out their functions without any interference by those in power" (e.g. the government).

But Chirwa (2010 p. 67) observed in his findings, that sponsors of programmes seem to be playing an influential role in editorial matters as well, including scheduling. Corporate and civil society sponsors off er ready-made programmes to the broadcaster and they pay for the air time used. At times the ZNBC also produces programmes on behalf of non-governmental organisations and commercial entities at commercial rates. Management argues that this brings in much needed revenue, enhances the quality of programming, and helps the broadcaster to address issues aff ecting minorities and vulnerable groups (particularly programming relating to charity work). He however quotes the then director-general who said; the public mandate and

ZNBC's editorial responsibility must not be compromised by commercialisation or sponsorship. There have been cases, though, when ZNBC refused to air programmes paid for by international donors because of their content. These include live phone-in programmes sponsored via MISA-Zambia on current issues or a programme produced by human rights NGO on the unexplained deaths of some prominent local politicians".

A study conducted by Gallup and Broadcasting Board of Governors in Nigeria titled *Nigeria Media Use* (2012) states that, the media still have an important role in communicating political information. Even when rural communities do not have direct access to independent media, the information generated by the press will still go into general circulation and may reach the rural voters at some stage. Information gatekeepers may themselves rely on media as a source of news and will therefore pass on what they glean from the press. Therefore, although word of mouth may be the direct source of political information in some instances, the media will likely contribute importantly to the mass of information in circulation. It however states in some instances instead electronic or print media, direct personal communication remains greatly important in election campaigns and processes.

A study conducted by Altai consulting (2010) observed that countries with economic prosperity, a history of pluralism, freedom of expression and independence will have had the opportunity to cultivate diverse and stable media as well. Professional standards may also be higher. Most importantly, the combinations influences and histories will set the stage as to how effectively and fairly the media will be able to cover an election.

And Kovach and Rosentiel (2001) state that "journalism provides something unique to culture-independent, reliable, accurate and comprehensive information that citizens require to be free and participate in a democracy". To add to these sentiments, a Human Rights Report (2010) states that the media play an indispensable role in the proper functioning of a democracy while Simutanyi (1992, p.1) says democracy entails that government is obliged to keep the electorates informed about what it is doing and people demanding accountability, further stating that the state control of the media as the greatest problem facing democracy in Zambia.

There have been numerous research conducted on the importance of the media in democratic countries as they help in providing checks and balances to those that are in power and to hold them accountable, the literature review validates sentiments that most state or government owned media are not independent or professional and are used by those in power (government) for

propaganda purposes and always want to portray a good image about government. However, the researcher is not aware of any other study in Zambia that has specifically investigated the role of ZNBC Radio One in influencing the people of Katuba Ward in communicating politics and democracy. Therefore, this research provided a platform which investigated the public service broadcaster ZNBC Radio One in order to establish if it plays its role as an informer and educator with regards to politics and democracy in the electoral process.

2.6 Summary

Chapter two covered the introduction to literature review and the past related studies from global, regional and local perceptions, on attitudes and knowledge on politics and democracy of people in Katuba Ward in Central Province.

CHAPTER THREE
METHODOLOGY

3.1 Introduction

The chapter presents the methodology that was used in the study. The study employed a descriptive research design. 115 people participated in the research. 100 self-administered questionnaires were distributed to 100 respondents in Katuba Ward. The researcher conducted in-depth interviews with three headmen and the Programmes Manager at ZNBC Radio One. Additionally, the research administered a semi structured questionnaire to 11employees at ZNBC Radio One local languages section. Both qualitative and quantitative methods were used in collecting and analysing data.

3.2 Research Design

According to Dawson (2002) research design is the conceptual structure within which the research would be conducted. The function of research design is to provide for the collection of relevant information with minimal expenditure, effort, time and money.

Descriptive research design was used in the study to help the researcher gain detailed insight into the community of Katuba Ward on their understanding and knowledge of political and democratic principles.

Within the research design both qualitative and quantitative methods were integrated to allow the researcher triangulate data which was collected among the people of Katuba Ward in Chibombo District.

According to Wimmer and Dominick (2006, p. 48) qualitative research involves several methods of data collection, such as Focus Group Discussions (FDGs), field observation, in-depth interviews and case studies. Some qualitative research methods allow the researcher to view behaviour in a natural setting. Qualitative techniques can also increase a researcher's depth of understanding of the phenomenon under investigation. On the other hand, quantitative techniques involve several methods of data collection such as telephone, mail and internet surveys. Both qualitative and quantitative methods are important in understanding a phenomenon. This is known as triangulation. The term triangulation refers to the use of both

qualitative and quantitative methods to fully understand the nature of the research problem. Triangulation confirms and ensures richness and validity of data.

3.3 Pilot study

A pilot study was conducted in Kamaila Village in Chibombo District which was not part of the area where the main research was conducted. The research was done in Kamaila village not to jeopardise the main research. The pilot project was necessary as it helped to identify the shortcomings in the questionnaire. Furthermore, the pilot study was relevant so as to revise and polish the observations on the research instrument in particular the questionnaire.

The researcher used purposive sampling to select the participants for the pilot study. Purposive sampling according to Wimmer and Dominick (2006, p. 96) is a non-probability sampling which includes respondents, subjects or elements in which the researcher's judgment is used to choose some appropriate characteristics required of the sample members.

In the pilot project the researcher used 12 respondents comprising one headman and 11villagers. The questionnaires were administered to the villagers and they were helped to answer the questions most of them are illiterate. The headman was the key informant. The purpose of the study was explained and instructions were given to the respondents.

The observations on the research instrument in the questionnaire were that it managed to address the main issues of the study guided by the objectives. However, some questions were misunderstood by some respondents. Other questions did not have the appropriate answer options. In view of this situation corrections were made and appropriate options were included to ensure clarity and to also enable the respondents give appropriate answers.

3.4 Main study

The main study was conducted in Katuba Ward in Katuba Constituency after evaluating and making corrections to the research instruments from the pilot study.

3.5 Sample Size

115 people participated in the research. Out of the 115 participants, 100 respondents were selected. These included 46 males and 54 females above the age of 18. The researcher distributed

100 questionnaires but a total of 98 respondents drawn from nine villages participated in the research. Two male respondents did not submit the questionnaire as they had lost it. With this in mind the participants reduced to 44 men and 54 women making it 98. Katuba Ward has a total of 48 villages.

3.6 Sample and Sampling techniques

According to Wimmer and Dominick (2006, p. 91), there are a variety of sampling methods available to researchers. However, there are two broad categories of sampling and these are probability and non-probability. Probability sampling uses mathematical guidelines where each unit's chance for selection is known. Probability sampling allows researchers to calculate the amount of sampling error present in a research while non-probability sampling does not use mathematical guidelines.

100 respondents were selected from Katuba Ward using Convenience sampling and 100 self-administered questionnaires were distributed to them. The research was conducted in nine villages of Katuba Ward. The villages were selected using the convenience sampling. The villages where the research was conducted were Selengwe, Manyama, Moomba, Mwachikoka, Chapalaya, Lusaaka, Kalabo, Shamwinda and Malaila. Each village has approximate population range of between 400 to 800 people. Convenience sampling method was used to select the villages as the researcher picked those that are closer to the main road (the Great North Road). This is because roads were impassable at the time the research was being conducted which was during the rainy season. The researcher did not have a 4X4 vehicle to access roads that are far off from the main road.

The other reason the researcher used convenience sampling was because there was no sampling frame and could not rely on the village registers. The challenge that hindered the use of the village registers in the research was that only two headmen provided the registers as the other seven said they had submitted them to Chieftainess Mungule and retrieving them was a challenge. The Central Statistical Office (CSO) did not have information on the number of people found in each village. Equally the Ministry of Chiefs and Traditional Affairs did not also have any records on the number of people located in a particular village in Katuba Constituency. The researcher was then referred to the Ministry of Local Government and Housing and it also did not have the records on the number of people found in each village.

The researcher did not see the Electoral Commission of Zambia (ECZ) as an option because the data found there was only for people who voted in the 2011 general elections hence using such data was going to be biased as it was not going to represent the actual population found in each village. Additionally, using data from ECZ was going to misrepresent the population found in each village as others may have shifted or may have died while others may not have reached the voting age in the year 2011 but are eligible voters now in 2015.

The researcher faced challenges to conduct Focus Group Discussion (FDG) with radio producers at ZNBC Radio One as they said they had busy schedules in terms of the shifts owing to the programming of each different section. Hence the researcher instead of conducting an FDG distributed 16 semi structured questionnaires to all the seven languages which are Kaonde, Tonga, Bemba, Lozi, Nyanja, Luvale and Lunda. However, only 11 producers answered the instrument as five lost the questionnaire. The radio producers from ZNBC Radio One were selected using convenience sampling and a semi structured questionnaire was administered to them. Three headmen were selected using purposive sampling from three different villages namely, Manyama, Selengwe and Shamwinda. The Programmes Manager from ZNBC Radio One was also selected using purposive sampling and interviewed.

The local language section at ZNBC was an ideal media to use in the research because it was conducted in a rural area where most people are not educated. Because most of them are illiterate they are more inclined to listen to local language programmes than those in English. Additionally, some people in rural areas are not connected to the national electricity grid hence they do not often listen to the radio as they have to use batteries.

3.7 Data collection techniques

3.7.1 Questionnaire
The researcher used two sets of questionnaires. The first was a fully structured questionnaire used to collect data from nine villages conveniently selected in Katuba Ward. The other was a semi structured questionnaire which was distributed to 11 radio producers at ZNBC Radio One. This study also made use of the following methods:

3.7.3   In-depth interviews

For analysing the policy at ZNBC Radio One in the programming in-depth interview were conducted to establish if programmes on politics and democracy in rural areas are aired. The

Programmes Manager at ZNBC Radio One was a rich source of information to provide insights in the programming at the radio station. This was done in order to establish how participatory the station is and also establish if the programmes aired are educative and informative with emphasis on politics and democracy.

The in-depth interview was intended to target nine headmen from each village but the researcher faced challenges as the headmen kept rescheduling the date of the interview and some were not willing to give information to the researcher hence it proved to be a challenge to get all the nine to participate in the study.

3.7.4   ZNBC Radio One Programming

The researcher studied and analysed the programme schedule for 2014 at ZNBC Radio One in a systematic and objective manner. The Programmes Manager at ZNBC Radio One said the station does not run programmes that deliberately focus on politics and democracy to rural communities but instead such programmes were only aired during election time. He further said that the station only runs such programmes upon being sponsored by the Electoral Commission of Zambia (ECZ) and Non-Governmental Organisations (NGOs) during the pre and post- election period. As provided in Appendix iv the programme schedule at ZNBC Radio One shows that during the period the study was undertaken programmes aimed at educating the people in rural areas were not aired.

3.8 Data collection procedure

In this study both qualitative and quantitative methods were used to collect data.

The in-depth interviews procedure was as follows:

   i.   The targeted headmen were followed at their respective homes where they felt comfortable while the programmes manager was interviewed at his office at Mass Media Complex.
   ii.   The interviews were set for each respondent when the dates and times were agreed upon. Each interview took between 30 to 40 minutes.
   iii. A list of questions was developed and used to guide the discussion (refer to Appendix ii and iii)

Actual Interview;

Key informants were village headmen who provided information. The interviews progressed from the general to specific questions. The purpose was to seek critical information on the

knowledge the headmen had on politics and democracy given that they are opinion leaders in their respective villages.

During the interviews open ended questions were administered and an independent research assistant conversant with the Lenje language from the local community interpreted the questions from English to Lenje. The researcher took down notes and the interview was reordered using a tape recorder. Later transcriptions were done.

Questionnaires;

These were administered to 100 respondents although two respondents misplaced the instrument therefore 98 participated in the study. Majority of the respondents were aided as most of them were illiterate and had to be helped. Due to high illiteracy levels in the area it took approximately one week to get responses from the questionnaires. On the other hand, a total of 16 semi structured questionnaires were distributed to all the seven local language section at ZNBC Radio One. However, only 11 radio producers at ZNBC Radio One responded to the questionnaire out of the targeted 16.

Quantitative methods that were used focused on numbers. A Likert scale summated rating was used because it was more applicable to measure and compare knowledge attitudes and beliefs and also perceptions on the people of Katuba on politics and democratic principles.

3.9 Data analysis

The data was analysed using frequency tables, bar and pie charts. Quantitative data was analysed using the Statistical Package for the Social Sciences (SPSS).

3.10 Ethical considerations

Observation of ethics when conducting a research is cardinal. This helps researchers carry out their work with a clean conscious. If a researcher decides to be unethical his behaviour may affect the performance of other researchers who may want to conduct a research in future and the respondents may not be willing to be subjects of research if they were deceived by other previous researchers.

Frey et al (2000) offer the following summary of moral principles commonly advocated by researchers and these include

- To provide the people being studied with free choice

- Protect their right to privacy

- Benefit them rather than harming them

- Treat them with respect

Before the questionnaires were administered to the respondents, permission was sought from them and confidentiality was assured. Consent was sought from the individuals who participated in the study for their willingness to participate. The researcher explained to the participants that they were free to withdraw from the study at any time as their participation was solely voluntary. Furthermore, the researcher also informed the participants that the information they were going to provide was confidential and their identity was not required.

3.11 Summary

The chapter discussed the research methodology used in the study. The study employed descriptive research design. The study used a semi structured questionnaire for 11 radio producers at ZNBC Radio One local languages section. Both qualitative and quantitative methods were used in collecting and analysing data. This allowed the researcher to triangulate information provided for by respondents and therefore helped to obtain accurate information. 100 respondents above the age of 18 were administered with a self-administered questionnaire. Three headmen were interviewed as key informants and the Programmes Manager at ZNBC Radio One was interviewed.

The next chapter which is chapter four presents the findings.

CHAPTER FOUR

PRESENTATION OF THE FINDINGS

4.1 Introduction

The chapter presents the findings of the study on the topic the role of ZNBC Radio One in influencing rural populations: A case of political communication on democracy in Katuba Ward, Central Province of Zambia.

The findings were based on the following research questions;

a) What are your views regarding the programming at ZNBC Radio One and how is the dissemination of information on politics and democracy achieved?

b) What are your perceptions and attitudes (the people of Katuba Ward) regarding your listenership to ZNBC Radio One and how would you gauge the amount of information you receive on politics and democracy?

c) How would you describe your knowledge and understanding on issues surrounding politics and democracy?

d) How influential is ZNBC Radio One in communicating politics and democracy to you and do you make your leaders accountable.

The responses to these questions are presented using bar charts, pie charts and frequency tables. The charts will be accompanied by narrations below the diagrams.

4.2 FINDINGS ON THE PEOPLE OF KATUBA WARD IN CHIBOMBO DISTRICT

A total of 100 questionnaires were administered. However, two respondents did not return the research instrument hence the number reduced from 100 to 98.

4.2.1 This section presents the findings on the collected data from the 98 respondents. It will look at the Socio-demographic characteristics of the respondents and the findings on perceptions and attitudes among the people of Katuba Ward in Chibombo District.

4.3 FINDINGS ON COMMUNITY MEMBERS ON SOCIAL AND DEMOGRAPHIC CHARACTERISTICS IN KATUBA WARD

Figure 1: Distribution of respondents by level of education attained
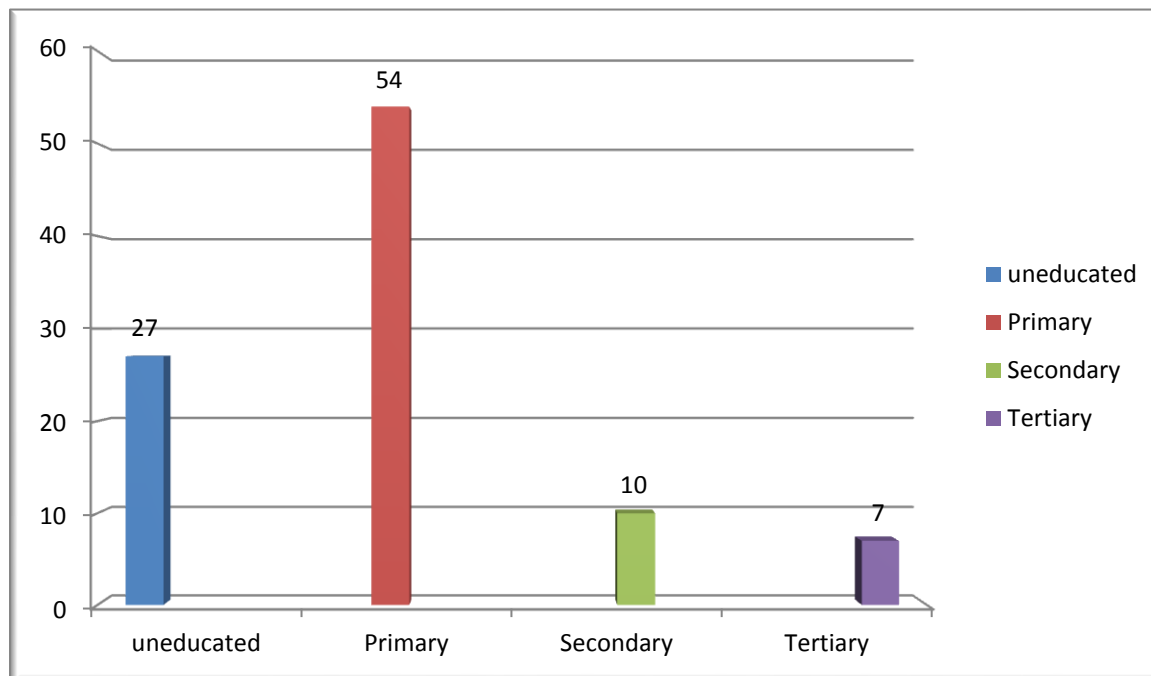
The figure above indicates the level of education of the 98 respondents. It was established that 27 respondents (i.e. 28 percent) had not attained any form of education while 54 respondents (i.e. 55.1 percent) had only attained primary school education. Only 10 respondents (i.e. 10.2 percent) had been to secondary school while seven respondents (i.e. 7.1 percent) had been to higher schools of learning. It was established that most of the respondents have not been to secondary or attained tertiary education as 27 (i.e. 28 percent) of the 98 respondents are not educated at all.

Figure 2: Distribution of respondents by marital status
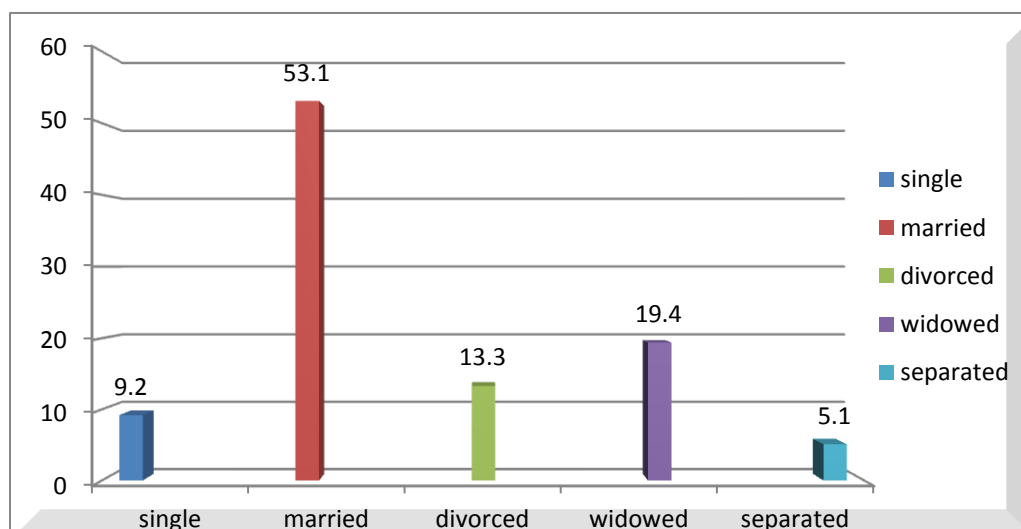
Figure 2 shows the marital status of the community in Katuba Ward and indicates that nine respondents (i.e.9.2 percent) are single. 52 respondents (i.e.53.1 percent) are married, 13 respondents (i.e.13.3 percent) are divorced. 19 respondents (i.e.19.4 percent) are widowed and five respondents (i.e.5.1 percent) are on separation. This indicates that a larger cohort of the community under study is married.

Figure 3: Distribution of respondents by sex
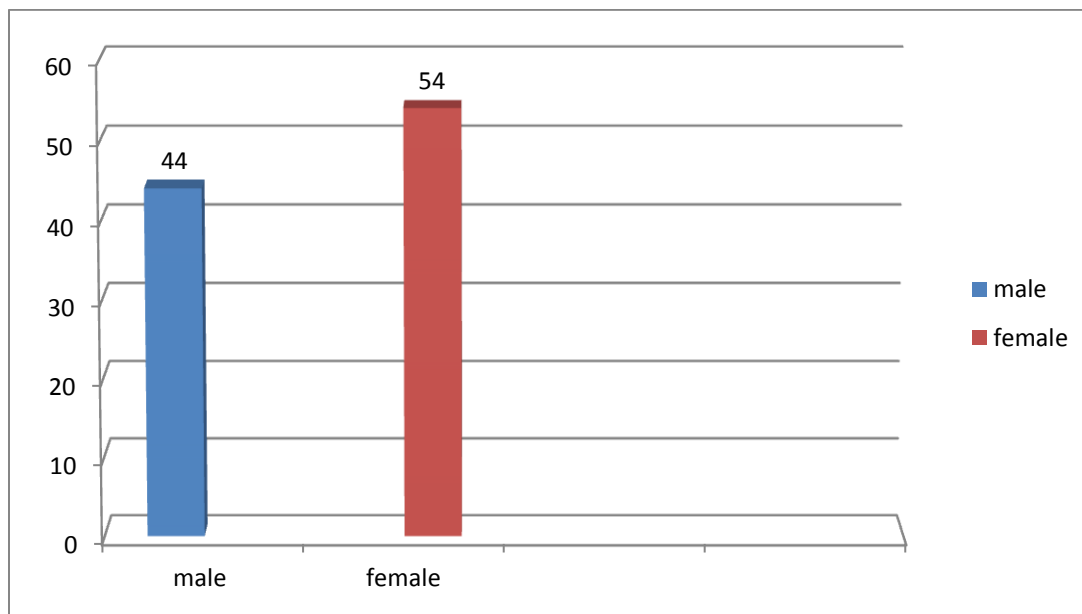
The figure above indicates that out of the 98 respondents that participated in the study 44 were males representing 45 percent while 54 were females representing 55.1 percent.

Figure 4: distribution of respondents by occupation
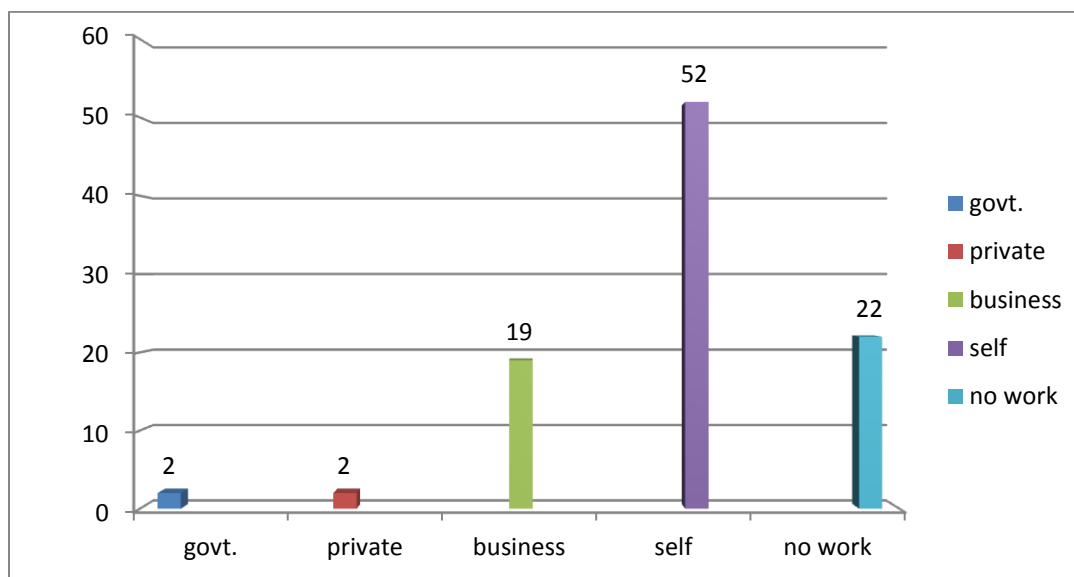
The figure above shows the form of employment for the respondents. It was established that two respondents (i.e. 2 percent) work for government while two respondents (i.e. 2 percent) are employed in the private sector. 19 respondents (i.e. 19.4 percent) are in business while 52 respondents (i.e.53.1 percent) are self-employed. 22 respondents (i.e. 22.4 percent) are not employed. The data indicates that 53 percent of the community is self-employed.

4.4 FINDINGS FROM QUANTITATIVE QUESTIONS

This section presents the responses from the following research question; *What are the perceptions and attitudes of the people of Katuba Ward regarding their listenership to ZNBC Radio One and how they gauge the amount of information they receive on politics and democracy?*

The respondents were asked if they own a radio set. The responses are presented below by the use of a pie chart.

Figure 5: Distribution of respondents who own radio sets
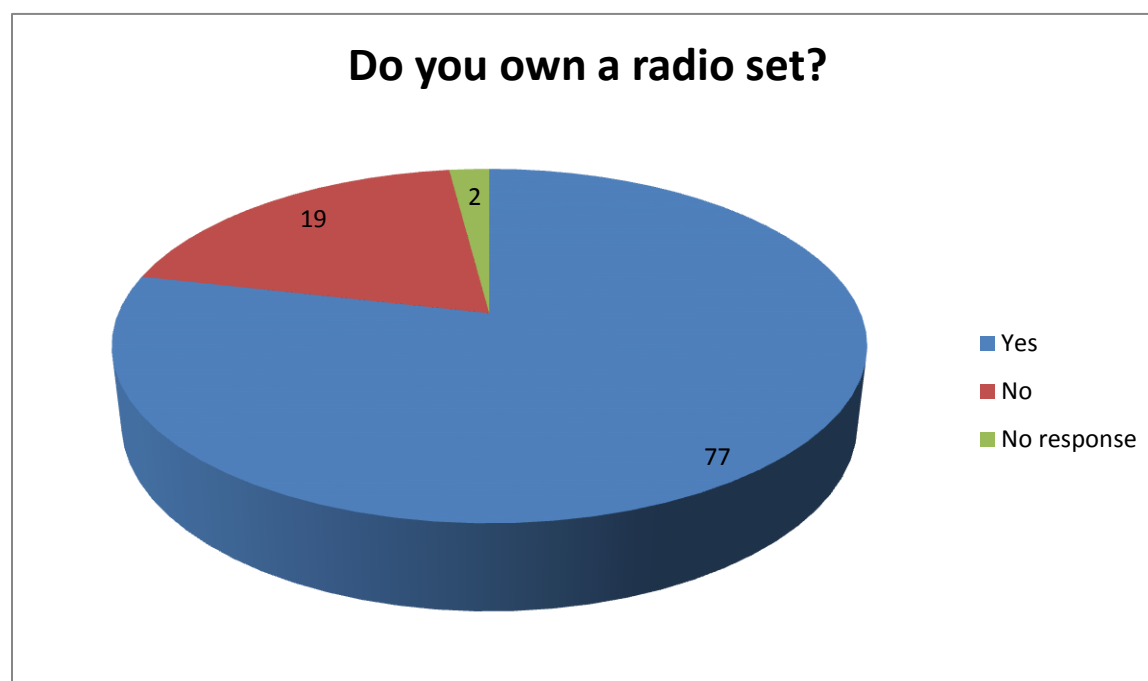
The figure above shows that 77 respondents (79 i.e. percent) own a radio while 19 respondents representing 19.4 percent do not own a radio. Two respondents (i.e. 2 percent) did not give any response.

The respondents were asked where they get information on politics and democracy. The responses to this question are presented in the figure below.

Figure 6: Distribution of respondents on where they get data on politics and democracy.
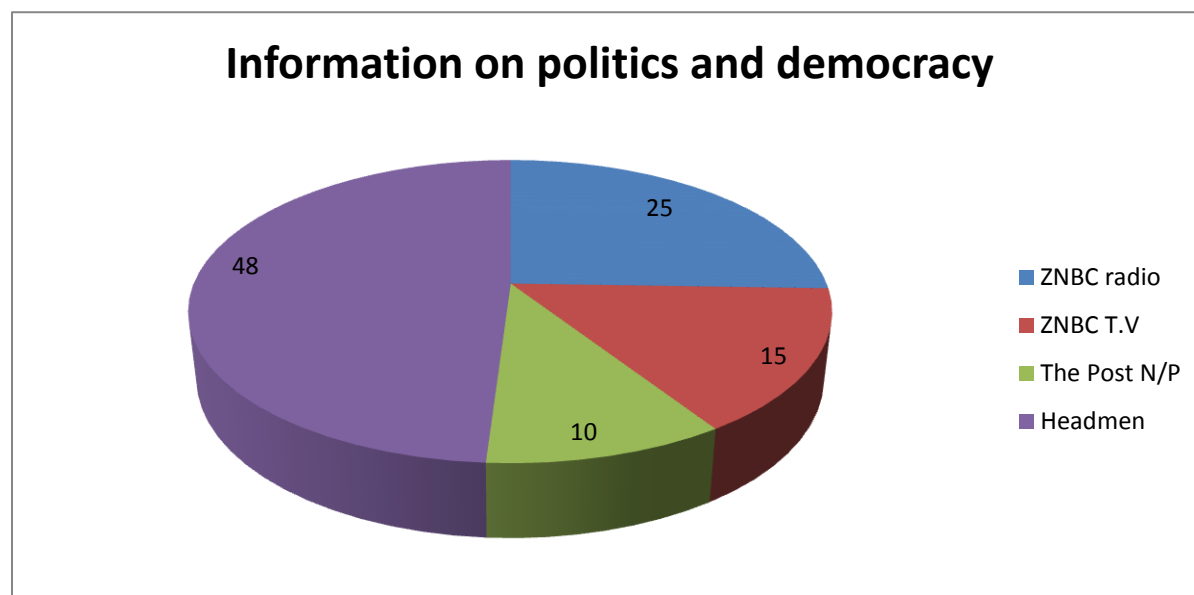
The Pie chart above indicates that 25 respondents (i.e. 26 percent) get information on politics and democracy on ZNBC Radio (they did not specify which particular station but generalised it as ZNBC radio), 15 respondents (i.e. 15.3 percent) get it from ZNBC Television, 10 respondents (10.2 percent) get it from The Post Newspaper while 48 respondents (i.e. 49 percent) get from headmen who are opinion leaders. It was established that a larger cohort of the population under investigation gets information on politics and democracy from headmen.

The respondents were asked what kind of programmes they listen to on radio. The data obtained is shown in the table below.

Figure 7: Distribution of respondents on what kind of programmes they listen to on radio.

Type of radio programme listened to	Frequency	Percentage %
Radio Christian Voice Music	2	2
FM radio	4	4.1
Gwaza	1	1

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Hammer Radio	1	1
Ifyabukaya only	4	4.1
Ifyabukaya & Kodi Mudziwa	1	1
Ilyashi Lya pano sonde	2	2
Kantunya Kamusabata	1	1
Kodi muziwa	6	6.1
Komboni radio music	1	1
Komboni radio	10	10. 2
Music	6	6.1
Ndizatani	1	1
News	22	22.4
Radio Yatsani	3	3
ZNBC radio one	3	3
ZNBC radio two	1	1
ZNBC	1	1
News & Ifyabukaya	1	1
News & Music	1	1
Newspaper Pick	2	2
News, farming & business programmes	1	1
No specific programmes	22	22.4
TOTAL	**98**	**100.0**

The table above shows the kind of radio programmes the people of Katuba Ward listen to. The breakdown is as follows;

Two respondents (i.e. 2 percent) listen to Radio Christian Voice music, four respondents (i.e. 4.1 percent) listen to what is called FM radio, one respondent (i.e.1 percent) listens to a programme called Gwaza, one respondent (i.e.1 percent) listens to Hammer Radio, four respondents (i.e. 4.1 percent) listen to Ifyabukaya only, one respondent (i.e. 1 percent) listens to Ifyabukaya and Kodi muziwa, one respondent (i.e. 1 percent) listens to Ilyashi lya panosonde, one respondent (i.e. 1 percent) listens to Kantunya Kamusabata, six respondents (i.e. 6.1 percent) listen to Kodi mudziwa only, one respondent (i.e. 1 percent) listens to Komboni radio music, 10 respondents (i.e. 10.2 percent) listen to Komboni radio, six respondents (i.e. 6 percent) listen to music, one respondent (i.e.1 percent) listens to Ndizatani, 22 respondents (i.e. 22.4 percent) listen to news, one respondent (i.e. 1 percent) listens to news and Ifyabukaya, one respondent (i.e. 1 percent) listens to news and music, two respondents (i.e. 2 percent) listen to a programme called Newspaper Pick, one respondent (i.e. 1 percent) listens to farming and business programmes, three respondents (i.e. 3 percent) to Radio One, one respondent (i.e.1 percent) to programmes to do with teaching about family, three respondents (i.e. 3 percent) to Radio Yatsani and one respondent (i.e. 1 percent) to ZNBC (did not specify which programmes), while 22 (i.e. 22.4 percent) said they had no particular programme they like listening to.

The respondents were asked how frequently they listened to the radio in a week. The data is presented in figure eight below.

Figure 8: Distribution of respondents on how frequently they listen to the radio.

43
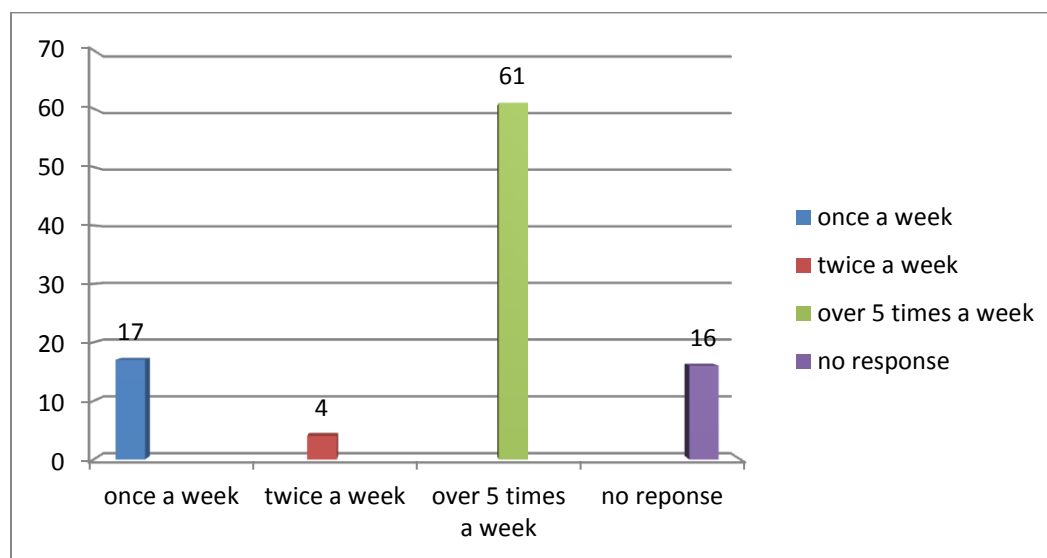
Figure eight shows how often the respondents listened to the radio and 17 respondents (i.e.17.3 percent) respondents said once a week, four respondents (i.e.4.1 percent) twice a week, 61 respondents (i.e. 62.2 percent) over five times a week and 16 respondents (i.e.16.3 percent) said they were not sure. From the data that was collected, it was established that more people listen to the radio frequently in this case more than five times a week.

The respondents were asked how often they listened to political programmes on radio. The table below indicates the responses obtained.

Figure 9: Distribution of respondents on how often they listen to political programmes on radio
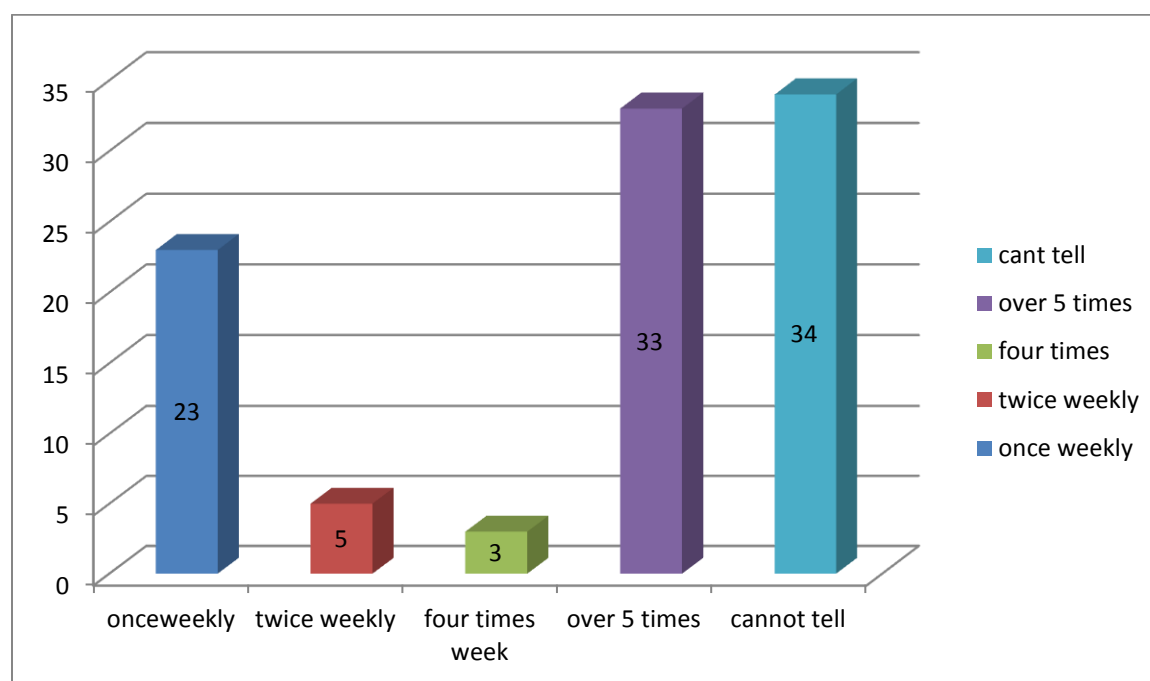
The figure above shows the distribution on how often the respondents listened to political programmes on radio. It indicates that 23 respondents (i.e.24 percent) listen to political programmes once a week, five respondents (i.e. 5.1 percent) twice a week, three respondents (i.e.3.1 percent), over four times a week, 33 respondents (i.e. 34 percent) over five times a week while 34 respondents (35 percent) said they were not sure as they could not tell . The data collected indicates that 35 percent of the respondents could not tell how often they listened to political programmes on radio, which was the highest percentage in the different categories.

Figure 10: Distribution of respondents on what kind of programmes they watched on television.

Kind of programmes watched on TV	Frequency	Percentage %
Breakfast show	1	1
Chintobentobe only	3	3.1
Movies only	2	2.0
News only	45	45.9
News and Movies	1	1
News and Ulendo	1	1
News and Pamu dadada	1	1
Does not watch television	1	1
Pamu dadada only	1	1
Ulendo	4	4.1
Ulendo and Pamudadada	1	1
No particular programme	37	37.8
Total	**98**	**100**

Figure 10 shows what kind of programmes the respondents watch on television. The following presents the data obtained from the responses.

One respondent said they watch a programme called Breakfast show (i.e. 1 percent) while three respondents said they watch Chintobentobe (i.e. 3.1 percent) , two respondents watch movies only (i.e.2 percent), 45 respondents watch news only (i.e.46 percent), one respondent watches movies and news (i.e.1percent), one respondent watches news and Ulendo (i.e.1 percent), one respondent watches news and Pamu dadada (i.e.1 percent), one respondent said he does not watch television (i.e.1 percent), four respondents watch Ulendo (i.e. 4.1 percent), one respondent watches Ulendo and Pamu dadada (i.e.1percent) and 37 respondents said they don't have a specific programme they watch on television (i.e. 39 percent). The information on television

viewership was important as the researcher wanted to establish if the respondents get information from TV.

The respondents were asked if they are registered voters and the following was the data that was obtained. The respondents were asked based on the research question; *How would you describe your knowledge and understanding on issues surrounding politics and democracy*?

Figure 11: Distribution of respondents on how many are registered voters
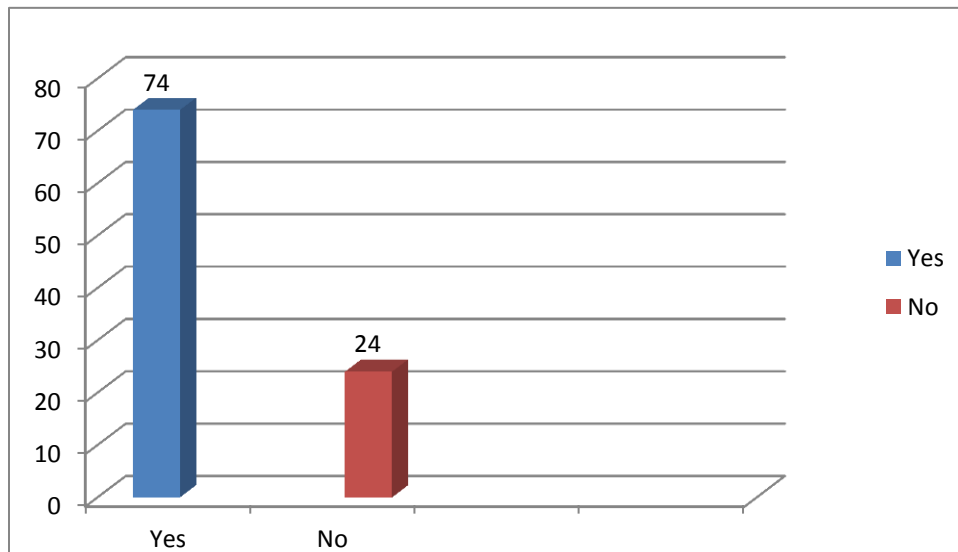
The figure above shows how many respondents are registered voters. Out of the 98 respondents 74 (i.e. 76 percent) are registered voters while 24 (i.e.25 percent) are not registered voters.

The respondents were asked if they voted in the 2015 presidential by-election and figure 12 indicates the data that was obtained.

Figure 12: Distribution of how many respondents voted in the 20th January, 2015 Presidential by-election.
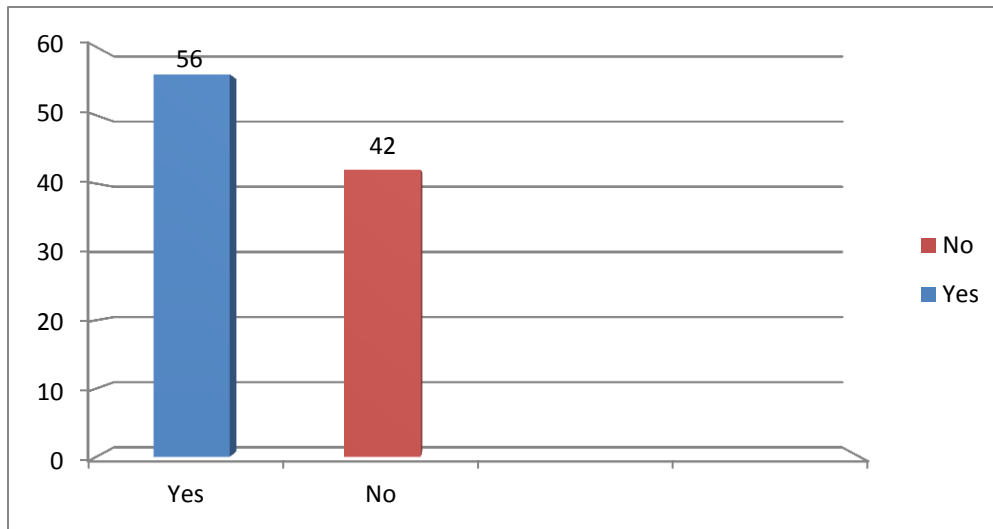
The figure above indicates that 56 respondents (i.e. 57 percent) voted in the last Presidential by-election that took place on 20th January, 2015 while 42 respondents (i.e. 43 percent) did not vote.

The respondents were asked if they knew when the next general elections would be held. This is based on the research question:. The data collected from the responses is shown in the diagram below

Figure 13: Shows the distribution of how many know when the next elections will be held
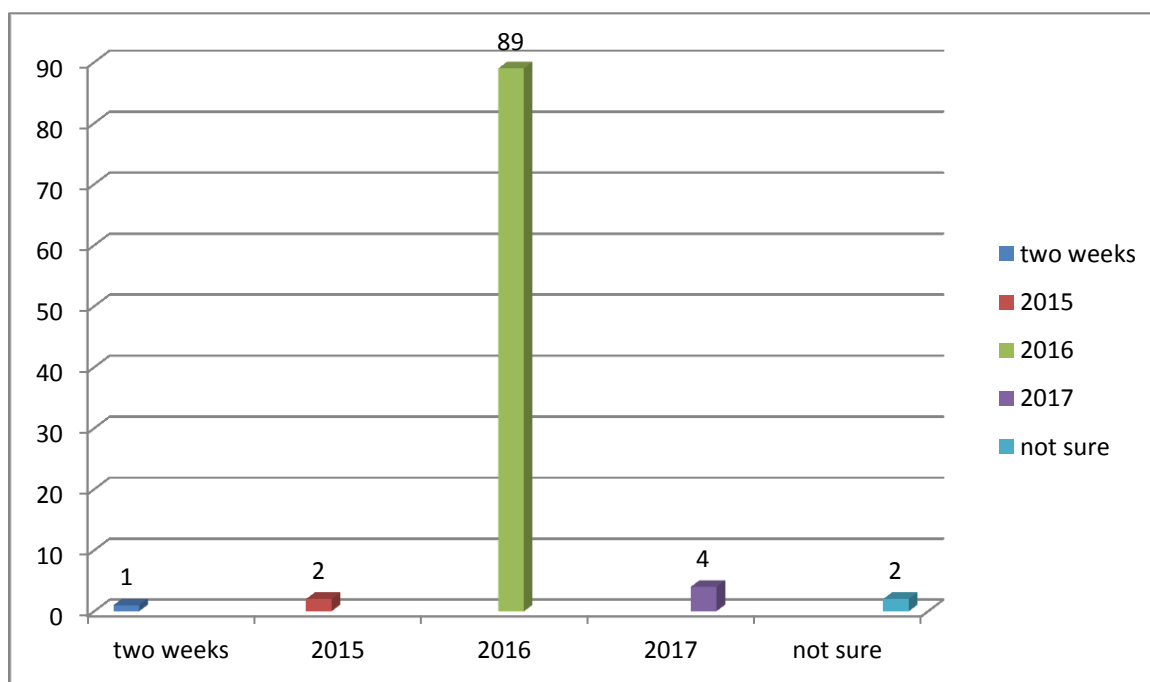
Figure 13 indicates the knowledge the respondents have regarding when the next general elections will be held. One respondent (i.e. 1 percent) said in two weeks from the time the research was conducted in the month of February, 2015, two respondents (i.e. 2 percent) said 2015, 89 respondents (90 percent) said in 2016 while four respondents (i.e. 4.1 percent) said in 2017 and two respondents (i.e. 2 percent) were not sure. The data indicates that a larger chunk of respondents knew when the next general elections will be held.

The respondents were asked if they knew how often Zambia holds general elections. The information collected from the responses is presented in the table below.

Table 14: Distribution of respondents on the question how often does Zambia hold its general elections?

How often does Zambia go to the polls	Frequency	Percentage %
I year	1	1
3 years	1	1
5 years	72	73.5
5 to 6 years	3	3
6 years	2	2
10 years	11	11
15 years	1	1
No response	7	7.1
Total	**98**	**100**

The diagram above shows responses and the results indicate that one respondent (i.e. 1 percent) said after one year, one respondent (i.e.1 percent) said after three years, 72 respondents (i.e.74 percent) said after every five years, three respondents (i.e. 3 percent) said after 5-6 years, two respondents (i.e. 2 percent) said after six years,11 respondents (i.e. 11.2 percent) said after 10 years, one respondent (i.e.1 percent) said after 15 years and seven respondents (i.e.7.1 percent) did not respond to the question. It was established that a larger cohort of the respondents said that Zambia goes to the polls every after five years.

The respondents were asked if they interact and make him accountable for the promises he made during the time he was campaigning to be MP. The respondents were asked based on the research question; *How influential is ZNBC Radio one in communicating politics and democracy to you and do you make your leaders accountable*.

Figure 15: Distribution on respondents if they make their area Member of Parliament (MP) accountable.
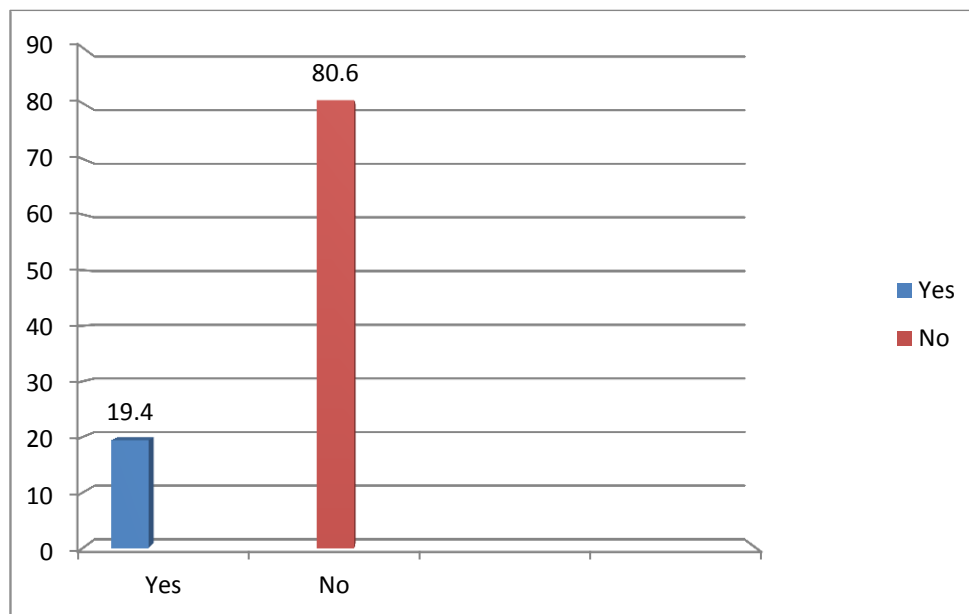
Figure 15 shows that 19 respondents (i.e. 19.4 percent) interact with their MP while 79 respondents (i.e. 81 percent) do not interact with their MP. It was established that a larger cohort of the respondents does not interact with their MP or make him accountable for the promises he made during campaigns.

4.5 FINDINGS FROM INTERVIEWS WITH HEADMEN FROM VILLAGES IN KATUBA WARD.

Three headmen from Shamwinda, Selengwe and Manyama villages of Katuba Ward in Chibombo District were interviewed individually with regards to the role they play as opinion leaders in the communities they come from. Below are the findings;

The respondents were guided by the following question; *Where do you get information on politics and issues to do with democracy? Is it from ZNBC Radio One?*

4.5.1 The dissemination of information on politics and democracy.

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The findings were that two headmen said they got it from the television and radio while one said he gets it from the Electoral Commission of Zambia (ECZ) and on television. He added that meetings are conducted during by-elections by the ECZ. He further said that the ECZ conducts voter education exercises and that it was at those meetings where information on democracy and good governance is shared. He said his subjects use the information they get from the meetings to elect a candidate of their choice.

4.5.2 The level of interaction between civic leaders, lawmakers and electorates in Katuba Ward. The respondents were guided by the following question; *How often do you interact with your area Member of Parliament (MP)?*

One headman said he interacts with the MP and the ward councilor while the other said he does not interact with the area MP but interacts with the area councilor. The third one said he only interactions with the MP when there are by-elections.

All three headmen however said the area MP does not interact with the electorates. One of the headmen said when he calls for a meeting to discuss developmental issues with the area MP, the lawmaker just sends representatives.

Asked whether they share information on politics and matters to do with democracy with their subjects, the three headmen said they do share but were quick to mention that they are not members of any political party. One of them said that as a traditional leader he just helps politicians on matters that are of political nature and works with the government of the day.

4.5.3 Accessibility to ZNBC Radio One by the villagers in Katuba Ward. The respondents were guided by the following question; *Where do you get information on politics and issues to do with democracy?*

One of the headmen said some of his subjects do not have access to radio and television but information is shared by the youths and disseminated to people who do not have access to radio and television. The other two headmen said some of their subjects have access to radio and television.

4.5.4 Has service delivery in Katuba Ward been fulfilled by the area MP through the promises he made during campaigns. The respondents were guided by the following question; *What are some of the campaign promises he made?*

One headman said the area MP has fulfilled his campaign promises while two of the headmen said he had not. The two headmen who said the MP had not fulfilled the promises lamented that the roads have not been worked on and distribution of farming inputs had been erratic.

One of the headmen cited the following challenges being faced by the electorates in the ward

a) The construction of a police post has not been done and the area MP was accused of making countless promises.
b) The upgrading of a health post to a clinic had not taken off.
c) The rehabilitation of feeder roads had not started.
d) Inadequate boreholes in Matongo area of Katuba ward hence forcing people to draw water in shallow wells
e) Works to rehabilitate a market shelter had not been done as the roof was blown off by winds years back.

4.5.5 Have the people of Katuba made the area MP accountable for the unfulfilled promises. The respondents were guided by the following question; *Do you make your area MP accountable for the unfulfilled promises*

The three headmen said they try to make him accountable but there was no political will to put pressure on him by the people. They said that it was difficult to make him accountable because he does not visit the constituency.

4.5.6 Media accessibility The respondents were guided by the following question; *Do you think ZNBC Radio One is doing enough to inform people in Katuba on politics and democracy?*

Two of the three headmen said ZNBC Radio One and the media in general was not doing enough to communicate information on politics and democracy while one headman said the media was trying. One of the headmen said that what is reported in the media about the area is just a quarter of the actual happenings. He said the media need to play an active role by being on the ground to listen to the plight of the people so that the information is transmitted to the decision makers.

4.6 FINDINGS FROM PRODUCERS AND THE PROGRAMMES MANAGER AT ZNBC RADIO ONE.

This section will present the findings obtained from ZNBC radio producers and the programmes manager. A total of 16 semi-structured questionnaires were administered to producers at ZNBC

Radio One, local languages section. However, five producers did not return the questionnaire and the number reduced to 11.

Four female producers and seven male producers participated in the study. Three producers were from the Nyanja section, one was from the Lunda section, two were from the Tonga section, and one was from the Bemba section, one from the Luvale section, two from the Lozi section, and one from the Kaonde section. All the seven local languages were represented despite the five producers that failed to submit back the questionnaire.

4.6.1 FINDINGS FROM PRODUCERS AT ZNBC RADIO ONE.

The responses that are below are based on the research question; *What are your views regarding the programming at ZNBC Radio One and how is the dissemination of information on politics and democracy achieved?*

The feelings of the radio producers were that;

a) Two producers from the Tonga and Kaonde sections said the government should reduce political pressure on the institution (ZNBC) and allow producers to be creative. A producer from the Kaonde section emphasized that government should stop controlling ZNBC completely.

b) One producer from the Luvale section felt that there was need to create provincial radio and television stations as this will make it easy to reach the target audiences in this case the rural communities. He suggested that ZNBC cannot manage to be sending reporters to the rural communities to educate them on democracy and good governance due to limited resources.

c) One producer from the Nyanja section felt that people should be educated on issues to do with politics and democracy in rural areas by the media through visitations by reporters from ZNBC.

d) One producer from the Nyanja section said the use of the "bottom-up" approach be encouraged where the people in the communities air their feelings to the government.

e) Two producers from the Nyanja section and one from the Tonga section said the use of local languages should be encouraged in the media for easy understanding by the rural folk.

f) Two producers from the Lozi and Bemba sections felt that ZNBC needs to mobilize resources in order to buy new equipment and improve the quality of transmission for the people in rural areas to be able to receive the ZNBC signal clearly without interruptions or break in transmission.

g) Last but not the least was that one producer from the Kaonde section said there is need to conduct research and surveys.

4.6.2 On the question as to whether ZNBC radio one covers elections and candidates involved adequately,

Out of the11 respondents seven said No while three said Yes.

4.6.3 Public opinion polls

On the question as to whether the station carries out public opinion polls, eight producers said No while two said Yes.

4.6.4 Coverage of members of public, lobby groups, experts with different perspectives

On the question as to whether the station runs programmes which include members of the public, lobby groups, experts with different perspectives and candidates to get their views on policies and issues, all the producers said Yes although the radio station does not have programmes in the local languages that come on ZNBC TV such as Open line, Platform and Kwacha good morning Zambia.

4.6.5 Specialised reporting on elections

On the question as to whether the local languages section has specialised producers on election reporting, three said No, one said she was not sure while six said yes.

4.6.6 FINDINGS FROM THE INTERVIEW WITH THE ZNBC RADIO ONE PROGRAMMES MANAGER

The following section presents the responses obtained from the Programmes Manager at ZNBC Radio One. It was based on the research question; *What are your views regarding the programming at ZNBC Radio One and how is the dissemination of information on politics and democracy achieved?*

The Programmes Manager at ZNBC Radio One said the station only runs programmes on good governance upon being sponsored by civil society organisations, NGOs and/or ECZ. He said programmes that are on good governance are usually sponsored during an election year. He said ZNBC Radio One on its own does not run programmes under the local languages section that are meant to educate the rural population on issues of democracy and good governance. He said it was difficult for the radio station to run programmes of political nature because of government interference in the affairs of the institution.

Asked if the producers are specialized in election reporting, he said producers at the local languages station are not specialised in reporting on good governance and democracy although they have undergone trainings on election reporting. He said during election period anyone reports on elections.

4.7 Summary

The chapter presented the findings of the study. The following chapter which is chapter five brings out the discussion of the findings.

DISCUSSION OF FINDINGS

5.1 Introduction.

This chapter discusses the findings of the study on the topic; the role of ZNBC Radio One in influencing rural populations: A case of political communication on democracy in Katuba Ward, Central Province of Zambia.

The study was based on four objectives which are;

i. to explore the views of radio producers at ZNBC Radio One on the programming and determine if the dissemination of information on politics and democracy to rural communities is achieved,

ii. to assess if the people of Katuba Ward receive enough information on politics and democracy from ZNBC Radio One and determine if they listen to ZNBC Radio One,

iii. to assess if the people of Katuba Ward are well vested with information on politics and democracy,

iv. to gauge if ZNBC Radio One influences the people of Katuba Ward to participate in national issues and determine if they make their leaders accountable.

The research questions are listed below;

i. What are your views regarding the programming at ZNBC Radio One and how is the dissemination of information on politics and democracy achieved?

ii. What are your perceptions and attitudes (the people of Katuba Ward) regarding your listenership to ZNBC Radio One and would you gauge the amount of information you receive on politics and democracy?

iii. How would you describe your knowledge and understanding on issues surrounding politics and democracy?

iv. How influential is ZNBC Radio One in communicating politics and democracy to you and do you make your leaders accountable?

5.2 Programming at ZNBC Radio One

The first objective was to explore the views of radio producers at ZNBC Radio One on the programming and determine if the dissemination of information on politics and democracy to rural communities is achieved. The research question was; *What are your views regarding the*

programming at ZNBC Radio One and how is the dissemination of information on politics and democracy achieved?

The findings were that two headmen said they got it from the television and radio while one said he gets it from the Electoral Commission of Zambia (ECZ) and on television. He added that meetings are conducted during by-elections by the ECZ. He further said that the ECZ conducts voter education exercises and that it was at those meetings where information on democracy and good governance is shared. He said his subjects use the information they get from the meetings to elect a candidate of their choice. Findings from the schedule of programmes at ZNBC Radio One for the year 2014 were that the radio producers did not broadcast programmes to educate the rural communities on politics and democracy. The producers said programmes related to politics, democracy and good governance could only be aired if they were sponsored by other organisations. The radio producers further said programmes related to good governance were usually run during the pre and post elections period and are sponsored by the Electoral Commission of Zambia (ECZ).

The findings are similar to what Chirwa (2010, p. 67) observed in his findings, that sponsors of programmes seem to be playing an influential role in editorial matters as well, including scheduling. Corporate and civil society sponsors offer ready-made programmes to the broadcaster and they pay for the air time used. At times ZNBC also produces programmes on behalf of non-governmental organisations and commercial entities at commercial rates. Management argues that this brings in much needed revenue, enhances the quality of programming, and helps the broadcaster to address issues affecting minorities and vulnerable groups (particularly programming relating to charity work). He however quotes the then director-general who said; "the public mandate and ZNBC's editorial responsibility must not be compromised by commercialisation or sponsorship. There have been cases, though, when ZNBC refused to air programmes paid for by international donors because of their content. These include live phone-in programmes sponsored via MISA-Zambia on current issues or a programme produced by human rights NGO on the unexplained deaths of some prominent local politicians".

The producers however said ZNBC television broadcasts programmes like Kwacha Good Morning Zambia, Open line and Platform which they said are meant to educate citizens on democracy and good governance. However, the findings were that the aforesaid programmes were not broadcast in the local languages hence those that are not educated may find it difficult

to understand the issues being discussed bearing in mind that most of the respondents who were under study are illiterate. Two producers from the Nyanja section and one from the Tonga section said the use of local languages should be encouraged in the media for easy understanding by the rural folk. In addition, some respondents do not have access to TV and respondents that have televisions did not mention any of the programmes as being the ones where they derive information on democracy and politics.

This is in agreement with Dare (1990) who states that language is also a problem in the media. He explains that though Nigeria is a predominantly illiterate nation, the language of its media is predominantly English hence English news bulletins are more frequent. In the same way, most of the best enlightenment programmes are broadcast in English. Programming in English is superior in scope and quality to those indigenous languages. He maintains that more than two-thirds of the country's population is by-passed by news and information programmes that are packaged in English.

The producers said there was need to mobilize resources in order to procure new equipment and improve transmission to enable the people in rural areas receive information clearly without interruptions or break in transmission. Radio Producers said ZNBC Radio One has limited capacity to play its role as an educator with regards to communicating information on politics and democracy especially in remote areas due to the following reasons;

- Obsolete broadcast facilities
- Lack of sponsorship of programmes on politics and democracy
- Interference from the government
- Limited resources to carry out programmes on civic education

Supporting this, Chirwa (2010) in his study quoted management at ZNBC Technical Services saying that the technical standard of equipment has not kept pace with the rapid changes in technology over the years. He adds that for television operations, for example, ZNBC has 11 cameras that are shared by the news crew, the Zambian languages section and the commercial department and only seven editing suites which are used by the marketing, news and commercial sections.

To further support the above sentiments, a story quoting the current Director General Richard Mwanza which was broadcast on ZNBC 13:15 network news on March 9, 2016 read as follows;

*ZNBC says inadequate equipment is hindering efforts to give coverage to all political parties. The Director General said the corporation is operating under difficult conditions but is striving to cover all political parties. And Mr. Mwanza said ZNBC management will soon engage all political parties to discuss coverage of their activities on both radio and television. Speaking on Wednesday when he appeared before the parliamentary committee on information, Mr. Mwanza appealed to all political parties to restrain their cadres from attacking media personnel assigned to cover political assignments. He attributed the high level of self-censorship at the institution to external interference from politicians. He told Committee Chairperson Kabinga Mpande that every election period brings changes in staff structure and loss of jobs. He also said there is need to change the perception that ZNBC is a government mouth piece which he said stems from the one party rule in the past.....(*www.znbc.co.zm/?p32698 retrieved March 9 , 2016)

The findings indicate that the radio station under study does not play its role effectively despite it being a public service broadcaster. ZNBC is expected to play its role in line with the ZNBC functions outlined in the ZNBC (Amendment) Act of 2002 section 7 as listed below to;

- Provide varied and balanced programming for all sections of the population;
- Serve the public interest;
- Meet high professional quality standards;
- Offer programmes that provide information, entertainment and education;
- Contribute to the development of free and informed opinions and as such, constitute an important element of the democratic process;
- Reflect, as comprehensively as possible, the range of opinions and political, philosophical, religious, scientific, and artistic trends
- Reflect and promote Zambia's national culture, diversity and unity;
- Respect human dignity and human rights and freedoms and contribute to the tolerance of different opinions and beliefs;
- Further international understanding and the public's sense of peace and social justice;
- Defend democratic freedoms;
- Enhance the protection of the environment;
- Contribute to the realisation of equal treatment between men and women;
- Broadcast news and current affairs programmes which shall be comprehensive, unbiased and independent and commentary which shall be clearly distinguished from news;
- Promote productions of Zambian origin; and

- Carry on or operate such other services including diffusion services and undertakings as in the opinion of the Board are conducive to the exercise of its functions under the Act.

Findings indicate that the radio station does not carry sufficient information on democracy and politics hence people in rural areas do not understand the meaning of democracy.

5.3 Assessment of the views of the people of Katuba Ward to determine if they receive enough information on politics and democracy from ZNBC Radio One.

The second objective was to assess if the people of Katuba Ward receive enough information on politics and democracy from ZNBC Radio One and determine if they listen to ZNBC Radio One. The research questions was; *What are the perceptions and attitudes of the people of Katuba Ward regarding their listenership to ZNBC Radio One and how they gauge the amount of information they receive on politics and democracy?*

The findings of the study revealed that the respondents do not receive sufficient information on politics and democracy. It was established from the schedule of programmes for the year 2014 that the radio station had little or no content on issues of democracy, politics and good governance. This is despite the fact that the country was going to undergo a Presidential by-election the following year on 20th January, 2015. Even though the presidential by election was not anticipated as it was necessitated by the death of late President Michael Sata, the radio station did not carry out massive voter education to educate the electorates on the importance of voting. Oyugi (1988, p.80) explains that elections are a means of providing the electorates with the opportunity to participate in the political process and particularly in choosing their government.

The radio producers said the radio station does not carry out public opinion polls in an election year. In light of this UNESCO (2005) states that the media are essential to democracy and a democratic election is impossible without the media. A free and fair election is not only about the freedom to vote and the knowledge of how to cast a vote, but also about a participatory process where voters engage in public debate and have adequate information about parties, policies, candidates and the election process itself in order to make informed choices. Furthermore, media acts as a crucial watchdog to democratic elections, safeguarding the

transparency of the process. Indeed, a democratic election with no media freedom, or stifled media freedom, would be a contradiction.

A larger cohort of the respondents said they listen to the radio frequently but they listened more to programmes of entertainment nature and even if they listened to the radio more often ZNBC radio one was not among the most frequently listened to radio station.

The radio producers said ZNBC Radio One rarely covers candidates involved in elections adequately. This means that citizens were not afforded an opportunity to listen to candidates they intended to elect in order to represent them in Parliament. The findings were in contradiction with ZNBC guidelines (1998) which state that: ZNBC offers time to all political parties for a series of party political broadcasts. These may be in the form of advertisements, or it may meet the full cost of the programmes. In such cases, the principle of equal opportunity will be observed in the acceptance and transmission of political campaign materials. In the light of its national responsibilities, ZNBC shall avail all political parties other than just the ruling and official opposition parties' equal opportunities, in ZNBC-sponsored programmes, to air their respective positions.

In support of the findings Chirwa (2010, p. 74) observes that ZNBC has, time and again, been accused of not giving balanced coverage of political parties in news and current affairs programmes during election campaigns. In principle, ZNBC should give equal coverage to all the major political parties taking part in any election in Zambia.

Additionally, Kangwa's (1994) findings from his study titled *Broadcasting and Development: the case of Zambia* showed that broadcasting radio in particular, had become the dominant news source for the nation, an effective instrument of propaganda for the government and a powerful influence in the political, social, economic and cultural life of the Zambian people.

McQuail (2010 p. 214) observes that in many countries there is a public sector of the media (usually broadcasting) over which governments have ultimate control and there are diverse ways in which the management of these organisations are penetrated by political interests even where they have some autonomy. He adds that for electoral reasons politicians are often obliged to court the favour of powerful media so that the flow of influence can be two way.

The findings revealed that the amount of information on politics and democracy meant to reach out to the rural communities was insufficient as the respondents were not exposed to matters of politics and democracy. They instead listened more to programmes that are of entertainment nature while a large cohort of them (35 percent) said they were not certain on what they listened to as they could not tell the kind of programmes they frequently listened to.

In light of this, a Human rights report (2010) states that a prime concern of media coverage of elections is the right of voters to full and accurate information, and their rights to participate in debates and dialogue on policy matters and with politicians. Inherent to this task is the entitlement of parties and candidates to use the media as a platform for interaction with the public. Furthermore, the Electoral Management Body (EMB) has a need to communicate information to the electorate and to a variety of other groups, including the political parties and candidates. The media themselves have a right to report freely and to scrutinize the whole electoral process. This scrutiny is in itself a vital safeguard against interference or corruption in the management or conduct of the electoral process.

Up to 49 percent of the respondents said they get information on democracy and politics from headmen who are opinion leaders. This indicates that the media is not the main source of information on politics and democracy, as 25 respondents (i.e. 26 percent) said they got information on politics and democracy on ZNBC Radio (they did not specify which particular station but generalised it as ZNBC radio), 15 respondents (i.e. 15.3 percent) get it from ZNBC Television, 10 respondents (10.2 percent) get it from The Post Newspaper.

Human Rights report (2011) states that the media are not the sole source of information for voters, but in a world dominated by mass communications, it is increasingly the media that determine the political agenda, even in less technologically advanced countries.

5.4, Assessment of the views to determine if the people of Katuba Ward are well vested with information politics and democracy. The third objective was to assess if the people of Katuba Ward are well vested with information on politics and democracy. The research questions was; *How would you describe your knowledge and understanding on issues surrounding politics and democracy?*

From the findings, the research established that a knowledge gap exists as some of the respondents gave inaccurate information when asked how often Zambia goes to the polls. 72 respondents (i.e.74 percent) said after every five years, two respondents (i.e. 2 percent) said after

six years, three respondents (i.e. 3 percent) said after 5-6 years, 11 respondents (i.e. 11.2 percent) said after 10 years while one respondent (i.e.1 percent) said after 15 years. One respondent (i.e.1 percent) said after three years and one respondent (i.e. 1 percent) said after one year, seven respondents (i.e.7.1 percent) did not respond to the question. Even if a large cohort of them gave the correct information the fact that some of them gave wrong information indicates that a knowledge gap exists. In essence 26 percent of the respondents do not know how often Zambia goes to the polls.

High illiteracy levels among rural populations hinder them from understanding the meaning of politics and democracy hence affecting their choices. The people in rural areas should be able to make their own decisions based on their own understanding of what democracy is and not make decisions because they feel compelled to do so because they received on hand-outs from politicians especially during the campaign periods in the build up to elections. 27 percent of the respondents had not attained any form of education while 54 respondents had only attained primary school level but could not read and write. Only seven had been to higher schools of learning. A citizenry that is not educated finds it difficult to understand political and democratic issues. About 81 percent of the respondents are illiterate.

In line with this, a study conducted by Altai (2010) in Afghanistan found that only 13 per cent of the population turned to the printed press for information. This low percentage was a result of literacy levels and access. And Ferire (1972) argues that whatever the form illiteracy makes people docile, narrows their horizon and above all denies them a sense of being human. Therefore, in order for someone to attain full being that person must become literate.

A Human Rights report (2011), points out that the media plays a major role in keeping the citizenry abreast of current events and raising awareness of various issues in any society. It also has an extremely significant impact on the public's views and way of thinking. The media is the primary means through which public opinion is shaped and at times manipulated. The media's role becomes even more vital in exceptional periods, one of which is electoral junctures, when the media becomes a primary player. Elections constitute a basic challenge to the media, putting its impartiality and objectivity to the test. The task of the media, especially national media outlets, is not and should not be to function as a mouthpiece for any government body or particular candidate. Its basic role

is to enlighten and educate the public and act as a neutral, objective platform for the free debate of all points of view.

As Hussain (1999) explains, the media's role as a public educator is in essence a combination of media's three other roles with a few added aspects. For example, media as a mechanism for transparency ensures voters are provided information necessary to fully evaluate the conduct of officials as well as the process at large. Media as a campaign platform ensures the public is educated in political agendas of all participating parties and candidates equally. Media as open forum for debate and discussion ensures that voters can educate other voters, politicians, and officials.

Nisbet (2003) conducted a study in Mali on the topic *media use, democratic citizenship, and communication gaps in a developing democracy.* The study examined the association between forms of media use (radio, newspaper, and television) and individual political knowledge, participation, and socialisation. The analysis demonstrated a pattern of political communication gaps where media use was associated with a widening of gaps in political knowledge and participation favouring socially privileged groups. Conversely, media use is associated with the narrowing of gaps in democratic socialisation between social groups. The findings had implications for understanding the institutional and systemic role of the mass media in developing democracies. The findings stated that although mass media use may enhance democratic citizenship in a developing democracy in a similar fashion as a more developed democracy, media use may also be associated with political communication gaps in developing democracies.

5.5 To gauge if ZNBC Radio one influences the people of Katuba Ward to participate in national issues and determine if they make their leaders accountable.

The fourth objective was to gauge if ZNBC Radio One influences rural communities to participate in national issues and determine if they make their leaders accountable. The research question was; *How influential is ZNBC Radio one in communicating politics and democracy to you and do you make your leaders accountable?*

The respondents said they are not influenced by the media to participate in national issues. 49 percent said they get information on democracy and politics from headmen who are opinion leaders and not the media. The media being an informer and educator should aid electorates to participate in national issues and this is in line with a study conducted by Ityough (2010) in

Nigeria titled ***Broadcasting and political development in Nigeria***, which revealed that the broadcast media such as radio and television are powerful tools in mobilising people for participation in the political activities in Nigeria. The study also found that although they are powerful in their mobilisation efforts for political participation, they are in most cases tools in the hands of government in achieving their selfish desires. Also politicians sometimes used the broadcast media only to accomplish their self-seeking set desires.

Two of the three headmen said ZNBC Radio One and the media in general was not doing enough to communicate information on politics and democracy while one headman said the media was trying. One of the headmen said that what is reported in the media about the area is just a quarter of the actual happenings. He said the media need to play an active role by being on the ground to listen to the plight of the people so that the information is transmitted to the decision makers.

42 percent of the respondents did not participate in the January 20th 2015 Presidential by-election. 56 respondents participated in the elections out of the 74 respondents who are registered voters. 24 were not registered voters. It was established that the respondents were not influenced by the media to participate in national issues due to their lack of exposure to information on politics and democracy through the media. This is also in line with findings from a study in Malaysia by Leong (2015) titled ***the use of the new media in politics***, the findings revealed that new media has expanded the public sphere and enabled more Malaysians to participate in the democratic process, through information dissemination, mobilisation or crowd-sourcing. She adds that the media has enabled more voices to emerge and challenge the political hegemony. Communication is increasingly two-way, with the public expecting greater engagement and interactivity with their political representatives.

Additionally, a Human Rights report (2010, p. 27) states that the media play an indispensable role in the proper functioning of a democracy. Discussion of the media's functions within electoral contexts often focuses on their watchdog role by unfettered scrutiny and discussion of the successes and failures of candidates, governments, and electoral management bodies, the media can inform the public of how effectively they have performed and help to hold them to account. Yet the media also have other roles in enabling full public participation in elections and these are:

- by educating voters on how to exercise their democratic rights;
- by reporting on the development of an election campaign;

- by providing a platform for the political parties and candidates to communicate their message to the electorate;

- by providing a platform for the public to communicate their concerns, opinions, and needs, to the parties/candidates, the EMB, the government, and to other voters, and to interact on these issues;

- by allowing the parties and candidates to debate with each other;

- by reporting results and monitoring vote counting;

- by scrutinizing the electoral process itself, including electoral management, in order to evaluate the fairness of the process, its efficiency, and its probity;

- by providing information that, as fair as possible, avoids inflammatory language, helping to prevent election-related violence.

79 respondents (i.e.81 percent) said they do not make their MP accountable. One headman said he interacts with the MP and the ward councilor while the other said he does not interact with the area MP but interacts with the area councilor. The third one said he only interactions with the MP when there are by-elections. All three headmen however said the area MP does not interact with the electorates. One of the headmen said when he calls for a meeting to discuss developmental issues with the area MP, the lawmaker just sends representatives. But McQuail (2010, p. 11) states that active participation in political life by the majority is an essential component of democracy, but it too depends on an adequate flow of communication to and amongst citizens and constituent bodies. Possibilities for expressing and disseminating views critical of government have to exist, alone with proposals for policy and new ideas.

In his study titled ***The broadcast media as instrument for mass mobilization in democratic processes in Nigeria study of 2003 election***, Icholi (2003) states that broadcast media played the important role in enhancing democracy and politics in Nigeria. He adds that the media does this by informing and educating the masses constantly on the political activities and programmes. He however notes that one discouraging tendency is that the broadcast media with their powerful influence are in most cases used as tools for propaganda in the hands of government rather than the purpose in which they are meant to serve.

This is contrary to the findings at ZNBC Radio One where the public broadcaster is only dependent on sponsorship from other organisations to broadcast programmes on politics and democracy. However, Icholi's (2003) findings were similar to the situation at ZNBC Radio One

where government was said to be one of the obstacles hindering the institution from being professional and government using ZNBC for propaganda purposes.

Haider et al (2011) notes that in principle, free, independent and plural media can provide a critical check on state abuse of power or corruption, enable informed and inclusive public debate on issues of concern to poor people, and give greater public recognition to the perspectives of marginalized citizens.This however was not in agreement with the findings at ZNBC Radio One where public participation mainly targeted the elite as earlier indicated programmes such as Open Line, Platform and Kwacha Good Morning Zambia do not directly benefit the rural populations as they were broadcast in English.

5.6 Summary

This chapter discussed the findings of the study based on the topic the role of ZNBC Radio One in influencing rural communities, a case of political communication on democracy in Katuba Ward. The study was based on four objectives.
The discussion established that ZNBC Radio One did not broadcast programmes to educate the rural populations on politics and democracy as outlined in the schedule of programmes of 2014. The Programmes Manager said programmes related to politics, democracy and good governance are usually aired if they are sponsored by other organisations. The respondents said they do not receive sufficient information on politics and democracy. The producers said that ZNBC Radio One does not carry out public opinion polls in an election year nor does it cover all candidates equally in an election. Furthermore, a larger cohort of the respondents (49 percent) said they get information on democracy and politics from headmen who are opinion leaders and not the media. 81 percent of the respondents are illiterate (cannot read and write) and 26 percent of the respondents were not up to date with general knowledge. Additionally 81 percent do not make their area MP accountable. The three headmen said they try to make him accountable but there was no political will to put pressure on him by the people. They said that it was difficult to make him accountable because he does not visit the constituency. This situation has impacted negatively on their participation in national issues. The next chapter presents the conclusions and recommendations.

CHAPTER SIX
CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This chapter presents the conclusion and recommendations of the study based on the findings and discussions on the role of ZNBC Radio One in influencing rural populations, a case of political communication on democracy in Katuba Ward in Central Province.

6.2 Conclusion

This study was based on four objectives and responds to four research questions. The first objective and research question set out to explore the views of radio producers at ZNBC Radio One in order to determine if the radio station disseminates information on politics and democracy to rural communities. The objective and the research question were answered. The producers at ZNBC Radio One at the time the research was conducted said the radio station did not broadcast programmes to communicate to rural populations on politics and democracy.

The producers at the radio station said programmes related to good governance were usually run during the pre and post elections period and are usually sponsored by the Electoral Commission of Zambia (ECZ).

The producers at ZNBC Radio One said the station has limited capacity to play its role as an educator with regards to communicating information on politics and democracy especially in remote areas due to the following reasons; Obsolete broadcast facilities, lack of sponsorship of programmes on politics and democracy, interference from the government and limited resources to carry out programmes on civic education. The producers said there was need to mobilize resources in order to procure new equipment to improve transmission to enable the people in rural areas receive information without interruptions. The producers said the radio station does not carry out public opinion polls in an election year or at any given time. The findings indicate that the radio station under study does not play its role effectively despite it being a public service broadcaster.

The second objective was to assess the views of the people of Katuba Ward if they listen to ZNBC Radio One and determine if they receive enough information on politics and democracy from ZNBC Radio One.

The respondents said they did not receive sufficient information on politics and democracy. This is because ZNBC Radio One had little or no content on issues to do with democracy and politics. The respondents said they listen to the radio frequently but they listened more to programmes of entertainment nature and even if they listened to the radio more often, ZNBC Radio One was not among the most frequently listened to radio station.

The third objective sought to assess if the people of Katuba Ward are well vested with information with regards to politics and democracy.

26 percent of the respondents gave inaccurate information on current affairs and general knowledge on matters to do with politics and democracy. Their scanty knowledge of political and democratic norms can be attributed to high illiteracy levels as about 81 percent of the respondents are illiterate (they cannot read and write). 49 percent of the respondents said they get information on democracy and politics from headmen who are opinion leaders. However , 74 percent of the respondents knew how often Zambia goes to the polls which is five years while 90 percent said they knew that Zambia would again vote in 2016 even after voting in the 2015 presidential by-election in 2016.

The fourth objective and the research question sought to gauge if ZNBC Radio one influences the people of Katuba Ward to participate in national issues and determine if they make their leaders accountable. Both the research question and the objective were answered as the respondents said they were not influenced by ZNBC Radio One to participate in national issues. 49 percent of the respondents said they get information on democracy and politics from headmen who are opinion leaders and not from ZNBC Radio One. This indicates that the media is not the main source of information on politics and democracy. 42 percent of the respondents did not participate in the January 20th 2015 Presidential by-election. 56 respondents said they participated in the elections out of the 74 respondents who are registered voters. 24 were not registered voters. 81 percent of the respondents said they do not make their MP accountable for the promises he made during elections. They also said that they do not interact with him while some headmen said they only see him during campaign periods in the build up to elections.

6.3 Limitations and future directions

Purposive sampling which was used in the study has its own limitations. As Wimmer and Dominick (2006, p. 96) states that purposive sampling is not representative of the general

population. The researcher used it because there was no information from the Central Statistical Office (CSO), Ministry of Local Government and Housing and Ministry of Chiefs and Traditional Affairs did not have data on the number of people found in a village. The researcher could not entirely rely on the village register as only two headmen provided the registers while seven said they did not have the village registers as they are kept at the Chieftainess palace in Mungule. Nevertheless, the researcher engaged and trained two research assistants and this eased the burden.

In future more research needs to be conducted which will involve different media such as community radio stations and find out if their programming caters for rural populations. It would be interesting to establish if they are independent and professional and to learn the challenges they experience in election or political reporting. Future research should also consider conducting it in remote areas of Zambia where communities are far from the line of rail.

6.4 Recommendations

In light of the findings of the study, the following recommendations are suggested:

1. Management at ZNBC Radio One needs to re-strategize its programme schedule to ensure that it starts broadcasting programmes to educate rural populations and communicate matters on politics and democracy.
2. ZNBC should;
   a) formulate a policy that will allow it have responsibility over its programming even for those programmes that are produced by sponsors
   b) ensure that programme scheduling is based on the public interest and not on the interests of sponsors and advertisers
   c) ensure that the producer's guidelines are adhered to and followed consistently
   d) Train its staff on election reporting and covering elections
3. Zambia National Broadcasting Corporation (ZNBC) and stakeholders such as Foundation for Democratic Process (FODEP), Transparency International (IT), Anti Voter Apathy (AVAP) and the Electoral Commission of Zambia (ECZ) need to step up efforts by sponsoring programmes meant to educate the public especially rural communities on political and democratic norms. Such interventions may empower and inspire citizens especially the poor and marginalised participate in national issues.

4. There is also need for ZNBC to conduct audience needs assessment or a survey to establish the kind of programmes rural communities require for them to participate in national issues.

5. The Electoral Commission of Zambia (ECZ) and other stakeholders should also empower headmen with knowledge as they are also key persons in communities at the village level. If headmen have accurate information they will pass it on the communities who depend on them for information.

6. ZNBC in partnership with the Ministry of Information and Broadcasting Services needs to mobilise resources to improve its transmission by boosting its broadcast equipment.

7. Government should reduce interference on the ZNBC Radio One in order to allow it fulfil its mandate as a public service broadcaster.

6.5 Summary

Chapter six provided a conclusion and made recommendations of the study. The conclusion was based on the objectives of the study while recommendations were drawn from the findings. The study concluded that ZNBC Radio One did not broadcast programmes to educate the rural populations on politics and democracy as outlined in the schedule of programmes for 2014. Programmes which are of democratic and political nature are usually aired only if they are sponsored by other organisations. The respondents said they did not receive sufficient information on politics and democracy. Furthermore, producers said ZNBC Radio One does not carry out public opinion polls in an election year nor does it give equal coverage to all candidates involved in an election. 49 percent of the respondents said they get information on democracy and politics from headmen who are opinion leaders and not the media. 81 percent of the respondents are illiterate as they cannot read and write while 26 percent were not up-to-date with national issues.

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APPENDICES

Appendix i: Public questionnaire

Dear respondent,

I am a student at the University of Zambia (UNZA), Great East Road Campus Lusaka carrying out a research on the topic: *The role of ZBNC Radio One in influencing rural populations: A case of political communication on democracy in Katuba Ward in Central Province of Zambia.*

This research is being conducted for academic purposes as a partial fulfilment of a Master of Mass Communication Degree programme that I am currently pursuing at the institution. You have been selected to be part of the sample. Kindly note that all the information obtained in this research is purely for academic purposes and as such will remain confidential.

Thanking you in advance for sparing your time.

MWANGALA MUNDIA

Date of interview…………………………………………

Name of interviewer……………………………………….

Name of residential area/village…………………………….

INSTRUCTIONS

Please read all the questions carefully and provide the answers accordingly. Indicate your answer by circling the digit following the question or tick in the provided box. In cases where an explanation is required please use the provided space for short and clear answers.

SECTION A: DEMOGRAPHIC CHARACTERISTICS		
No.	**Questions and filters**	**Responses** **Code**
1.	What is your sex	Male…………………1 Female……………….2
2.	What was your age on your last birthday?	

3.	What is your marital status?	Single………………..1 Married………………2 Divorced…………….3 . Widowed…………….4 Separated…………….5	
4.	What is your religious denomination?	Catholic………………1 Pentecostal…………...2 Protestant…………….3 Muslim………………..4 Other state……………5	
5.	How long have you been living in this area?		
6.	What is your highest level of education attained?	No education……………..1 Primary…………………...2 Secondary………………...3 Tertiary……………………4	
7.	What is your occupation?	Government worker……….1 Private sector……………...2 Businessman/woman……....3 Self-employed…………….4 Unemployed……………...5	
8.	What is your approximate salary per month?		

SECTION B:

POLITICS AND DEMOCRACY SOURCES & GENERAL KNOWLEDGE

9.	Do you own a radio set?	Yes………………………1 No………………………..2	
10.	If the answer to question 9 was Yes, what kind of programmes do you listen to? If the answer to question 9 was no then where do you access Information on the radio?		
11.	Where do you get information on politics and democracy?	ZNBC Radio one …………….1 ZNBC television ……………..2 Zambia Daily Mail………...….3 Times of Zambia………...……4 The Post Newspaper………….5 Opinion leaders………………6	
12.	How often do you listen to the radio?	Every day……………………1 Once a week…… …………...1 Twice a week………………..2 Three times a week………… 3 Four times…………………..4 Over five times in a week…..5	
13.	How often do you listen to political programmes on ZNBC Radio One?	Once a week………… ……1 Twice a week………………2 Three times a week……….. 3 Four times…………………4 Over five times in a week…..5	
14.	Who do you sit with when listening to ZNBC Radio One programmes?	Alone………………………1	

		With a neighbour …………..2	
		With my children…………..3	
		With Husband……............5	
		With wife…………………..5	
15.	Are you a registered voter?	Yes……………..1 No………………2	
16.	Did you vote in the last general elections of 2011?	Yes……………..1 No………………2	
17.	If your answer to question 16 was No give reasons for not voting.		
18.	What kind of programmes do you watch on TV?		
19.	How often does Zambia go to the polls?		
20.	Who is your area member of Parliament		
21.	Do you interact with your area MP besides the time he is campaigning?	Yes……………………1 No………………………2	
22.	Do you make your area MP accountable for the promises he made during campaigns?	Yes……………………1 No………………………2	
23.	Are you allowed to sell your voter's card?	Yes……………………1 No………………………2	
24.	Who is the current president of Zambia?		

Appendix ii:

<u>INTERVIEW GUIDE FOR HEADMEN</u>

Dear respondent

I am a student at the University of Zambia (UNZA) carrying out a research on the topic The role of ZBNC Radio One in influencing rural populations: A case of political communication on democracy in Katuba Ward in Central Province of Zambia.

You have been conveniently selected to take part in this research. The information you will give is confidential and will be used for academic purposes only.

1. How long have you been living in your village?
2. When were you appointed to be headman of your village?
3. How often do you interact with your subjects to discuss issues on politics?
4. Where do you get information on politics and issues to do with democracy? Is it from ZNBC Radio One?
5. Do you share the information you get with your subjects?
6. Is everyone in your village able to have access to ZNBC Radio One or any other media facilities?
7. How often do you interact with your area Member of Parliament (MP)?
8. Does he interact with your subjects in your presence?
9. What are some of the campaign promises he made?
10. Did he fulfill all of them?
11. Which ones has he not fulfilled?
12. Have you tried to make him accountable?
13. Do you think ZNBC Radio One is doing enough to inform people in Katuba on politics and democracy?

END OF INTERVIEW
THANK YOU FOR YOUR TIME AND PARTICIPATION

Appendix iii: Semi questionnaire for ZNBC Radio One staff

Dear respondent,

I am a student at the University of Zambia (UNZA), Great East Road Campus Lusaka carrying out a research on the topic: *The role of ZBNC Radio One in influencing rural populations: A case of political communication on democracy in Katuba Ward in Central Province of Zambia.*

This research is being conducted for academic purposes as a partial fulfilment of a Master of Mass Communication Degree programme that I am currently pursuing at the institution. You have been conveniently selected to be part of the sample. Kindly note that all the information obtained in this research is purely for academic purposes and as such will remain confidential.

Thanking you in advance for sparing your time.

MWANGALA MUNDIA

Date …………………………………………………………………………………

What is your sex………………………………………………........................

Name of organisation …………………………………………………………..

Section /department …………………………………………………

Question 1 – What is your understanding of the role of the media in communicating political information in rural communities**?**
..
…………………………………………………………………………………………..
…………………………………………………………………………………………..
Question 2 - How much time is devoted to reporting on politics and democracy by your station?
…………………………………………………………………………………………
Question 3 - What is your coverage area radius as a radio station/ television station?
…………………………………………………………………………………………..
Question 4 - Has your staff undergone any training in election reporting? If the answer is no when do you intend to train your staff in election reporting? **...**
…………………………………………………………………………………………..

Question 5– Do you think your radio/television station covers the elections and candidates involved adequately? **…………………………………………………………………………**

Question 6 – Do you have reporters who are specialised to cover elections and politics in particular? **...**.

Question 7 – How often do you carry out media surveys of public opinion polls? **…………………………………………………………………………………………**

Question 8 – How often do you conduct talkback radio and television programmes in which members of the public air their opinions on issues to do with governance and democracy. **……………………………………………………………………………………..**

Question 9 – How often do you run programmes which include members of the public, lobby groups, experts with different perspectives and candidates to get their views on certain policies and issues? **……………………………………………………………………… ……………………………………………………………………………………..**

Question 10- what do you think should be done to improve your coverage in terms of educating rural communities on politics and democracy? ....

Appendix iv: PROGRAMME   SCHEDULE FOR ZNBC RADIO ONE

FIRST – FOURTH QUARTERS 2014

MONDAY	TUESDAY	WEDNESDAY
LUNDA 04:40 Fish eagles and national anthem 04:50 Language identification 04:55 Kulombela 05:00 Tumina twa nzambi (gospel music) 05:15 Tumina twa chisemwa (traditional music) 05:30 Kunachi kunawahi kwenda (rise & shine) 06:00 Nsang'u mu Lunda 06:10 Tudilezhenu maana – (live phone in) 07:00 Network news 07:15 Tuyanukenu (let's remember them) 07:45 Tuteleka (cookery) 07:58 End of Lunda programmes	**TONGA** 04:40 Fish eagles 04:50 National anthem 04:55 Prayer, station identification and programme summary 05:00 Nyimbo zyakutembaula Leza (religious music) 05:15 Bwacha bwaumbuluka (rise & shine part 1) 05:45 Kweema (Poetry) 06:00 Sponsored BOZ drama (Maseseke abuvwibi) - new programme 06:30 Makani mu Chitonga (news in Tonga) 06:35 Nseba zyesu (our health) 07:00 Makani mucikuwa (news in English) 07:15 Mubandi wamafooni (phone in programme) 07:58 End of Tonga programmes	**LUVALE** 04:40 Fish eagles and national anthem 04:50 Language identification 04:55 Prayer 05:00 Tona tusekete (rise and shine) 06:00 Mijimbu mu Luvale 06:05 Omu ngwamutambwile Kalunga (how I was delivered-Kitwe) 06:30 Kachihande kavakamama 06:35 Chimbanda nguke (health Issues) 06:55 Announcer's choice 07:00 Mijimbu Muundele (network news) 07:15 Chau chapako na nguji (cross over between Lusaka-Kitwe) 07:58 Kusalisa/ kumiseza nava Kaonde/ 07:58 End of Luvale programmes
TONGA 08:00 Fish eagles and language identification 08:02 Programme summary 08:05 Nyimbo zyakumunzi (traditional music) 08:15 Bakubushi Sunu (our youth) 08.45 Nyimbo Zyiyanda baswilizi (listener's choice) 09.15Ciindi Cabakaintu (women's magazine) ex – Kitwe 09:58 End of Tonga programmes	**NYANJA** 08:00 Fish eagles and language identification 08:02 Summary 08:05 Chilimbikitso (spiritual guidance) 08:30 Theka la ola la azimai (women's half hour) 09:00 Zocitika mu umoyo wathu (live interactive). 09:58 End of Nyanja programmes	**KAONDE** 08:00 Station identification 08:02 Programme summary 08:05 Nyimo yakumuzhi- (traditional music) 08:15 Bumi bwa muntu (turning point –live phone- in- new programme) 09:00 Bainetu (women's forum) 09:30 Bukine (truth in Christianity) 09:57 Hand over to Lozi programmes 09:58 fish eagles. End of Kaonde programmes
BEMBA 10:00 Fish eagles and language identification 10:02 Ukupituluka muma programmes 10:05 Ifishibisho ne nyimbo 10:30 Ilyashi lyabanamayo (women's magazine) 11:00 Ifya ncitila Lesa (what the Lord has done for me) 11:30 AFCON update 11:58 End of Bemba programmes	**LUVALE** 10:00 Fish eagles and language identification 10:02 Programme summary 10:05 Kumahata (women's magazine) 10:30 Vyaunjimi (farm forum) 11:00 Vyavanyike (children's corner) 11:15 Tufulyafulya (ex-Kitwe) 11:45 Mitambi na myaso 11:58 End of Luvale programmes	**LOZI** 10:00 Fish eagles and language identification 10:02 Programme summary 10:05 BoZ Kwacha rebasing / tukwachi - new programme 10.45 Munembo wa luna (guest singer) 11:15 Za basali 11:45 Puo 11:58 End of Lozi programmes
NYANJA 12:00 Fish eagles and language identification	**BEMBA** 12:00 Fish eagles and language identification	**NYANJA** 12:00Fish eagles and language identification

12:02 Programme summary 12:05 Malo athu ndi citukuko (community news) 12:30 Nkhani mu Chikaonde 12.35 Nkhani mu Chilozi 12.40 Nkhani mu Chilunda 12.45 Nkhani mu Chiluvale 12.50 Nkhani mu Chitonga 12.55 Nkhani mu Chinyanja 13.00 Nkhani mu Chibemba 13.05 instrumental music 13.15 Network news 13.30 Nkhani za alimi (farm forum) 13:58 End of Nyanja programmes	12:02 Ukupituluka muma programmes 12:05 Ifyangalo (Sports results with actualities – ex Kitwe) 12:30 Ilyashi mu Chikaonde 12:35 Ilyashi mu Chilozi 12:40 Ilyashi mu Chilunda 12:45 Ilyashi mu Chiluvale 12:50 Ilyashi mu Chitonga 12:55 Ilyashi mu Chinyanja 13:00 Ilyashi mu Chibemba 13:05 Ifishibisho ne nyimbo 13.15 Network news 13.30 Ifilecitika ku mikoti (Copperbelt magazine) 13:58 End of Bemba programmes	12:02 Programme summary 12:05 Odi odwala (A chat with patients). 12:30 Nkani mu Chikaonde 12:35 Nkani mu Chilozi 12:40 Nkani mu Chilunda 12:45 Nkani mu Chiluvale 12:50 Nkani mu Chitonga 12:55 Nkani mu chinyanja 13:00 Nkani mu Chibemba 13:05 Mauthenga a chisoni 13:15 Network news 13:30 Za acinyamata 13:58 End of Nyanja programmes
BEMBA 14:00 Fish eagles and language identification 14:02 Ukupituluka muma programmes 14:05 Ilyashi lyabanamayo (women's magazine) 14:30 Imisepela pa zed– live interactive programme for youths / BOZ live 15:30 Ilyashi lyabulimi (radio farm forum) 15:58 End of Bemba programmes	**LUNDA** 14:00 Fish eagles and language identification 14:02 Programme summary 14:05 Tumina/mazu a wushona 14:15 Akamama (women's magazine) 14:45 Hemba wumi (Doctor's corner) 15:00 Zhamuluzwizu (ew programme) 15:15 Copperbelt Magazine 15:30 Chisemwa cha Lunda 15:58 End of Lunda programmes	**LOZI** 14:00 Fish eagles and language identification 14:02 Programme summary 14:05 Liba ka za luna (the environment) 14:15 Litumeliso – (greetings between Lusaka and Kitwe) 15:30 Makande ni ze ezahala kwa mikoti (Copperbelt Magazine) 15:45 Lipapali za sunda ye (sports review) 15:58 End of Lozi programmes
KAONDE 16:00 Fish eagles and language identification 16:02 Programme summary 16:05 The youth (live phone-in) 16:30 Bunjimi (farm forum) NAIS 17:00 Nsansawilo (Poems) 17:15 Byamo mu Chinyanja 17:20 Byambo mu Chibemba 17:25 Byambo mu Chiluvale 17:30 Byambo mu ChiLunda 17:35 Byambo mu Kikaonde 17:40 Byambo mu Chilozi 17:45 Byambo mu Chitonga 17:55 Hand over to Nyanja 17:58 End of Kaonde programmes	**LOZI** 16:00 Fish eagles and language identification 16:02 Programme summary 16:05 Community news 16:30 Za njimo (NAIS) 17:00 Za banana (children's corner) 17:15 Makande mwa Sinyanja 17:20 Makande mwa Sibemba 17:25 Makande mwa Siluvale 17:30 Makande mwa Silunda 17:35 Makande mwa Sikaonde 17:40 Makande mwa Silozi 17:45 Makande mwa Sitonga 17:50 Lipina 17:58 End of Lozi programmes	**TONGA** 16:00 Fish eagles and language identification 16:02 Programme summary 16:05 Ciindi cabana (children`s corner) 16:30 Bbuku lyabulimi (farmer's forum) NAIS 17:00 Zisobano (sports) 17:15 Makani mu Chinyanja 17:20 Makani mu Chibemba 17:25 Makani mu Chiluvale 17:30 Makani mu Chilunda 17:35 Makani mu Chikaonde 17:40 Makani mu Chilozi 17:45 Makani mu Chitonga 17:50 Musical interlude /makwebo 17:58 End of Tonga programmes
NYANJA 18:00 Fish eagles and language identification 18:02 Programme summary 18:05 Zakwathu (our culture) 18:30 Traditional music. 19:00 Nkhani zamasewela (sports news). 19:15 Dr. Chokocha (advert). 19:30 Kodi mudziwa (world news) 19:58 End of Nyanja programmes	**TONGA** 18:00 Fish eagles and language identification 18:02 Programme summary 18:05 Lwiiyo mumbbuku (book literature) 18:30 Musalo wabakaintu (women's forum) 19.00 Habasune kumuunda (farmer's magazine) 19.30 Kusalazyanya mubbaibbele	**LUNDA** 18:00 Fish eagles and language identification 18:02 Programme summary 18:05 Kwimusha chawakakwitiya 18:30 Muchota 19:00 Tumina twa chisemwa 19:30 Anyana (children's corner) 19:45 Zhawundimi (rural notebook) 19:58 End of Lunda programmes

	(Bible review) 19:58 End of Tonga programmes	
LOZI 20:00 Network news 20:15 Lannguage identification 20:17 Programme summary 20:18 Lipina (music) 20:30 Zambia ni lifasi kacenu (local and world news) 20.45 Lizibiso (personal calls) 21:00 Papali (drama) 21:30 Singanyinganyi (live discussion programme) 22:30 Kangisano ya bo lyambombola 23:00 Lumela wa makololo 00:00 Milapelo 00:00 National anthem and Close down	**KAONDE** 20:00 Network news 20:15 Language identification 20:18 Programme summary 20:20 Bunjimi (Farmers Note - book) 20:35 Plight of a Prisoner 20:45 Kisemwa (our culture) 21:15 Twimwindela 21:45 Bya mu mabuku (from the books) 22:15 Buntangi 22:40 Nyimbo yakumuzhi (traditional music) 23:00 Telephone/SMS greetings 23:55 Closing remarks/prayer 00:00 National anthem and Close down	**BEMBA** 20:10 Fish Eagles and language identification 20:12 Ukupituluka muma programmes 20:15 Tusunge icuma (preparing for the future) 20:25 Dr. Chamanga (commercial) 20:30 Ilyashi lyapano isonde (world news) 21:00 Ifyabukaya (drama) 21:30 Amano mambulwa (sharing wisdom) 22:00 Pansaka yaci Bemba (proverbs, idioms, riddles & folk stories) 22:30 Batasha ico wamwene (thanking people who have helped you in life) 23:00 Imitende palamya (telephone requests) 00:00 National Anthem and Close down

THURSDAY	FRIDAY	SATURDAY
LOZI 04:40 Fish eagles and language identification 04:50 Pina ya naha (national anthem) 04:52Station identification programme summary 04:55 Milapelo 05:00 Lipina za Mulimu (Gospel music) 05:30 Muipatile kai? (locating relatives and friends) 06:00 Science mwa bupilo bwa batu 06:20 Makande (Lozi News) 06:25 Za basali (women's magazine) 06:30 Ze ketilwe ki bateelezi (listener's choice) 07:00 Network News 07:15 Amubabuze maikuto a sicaba (phone in) 07:58 End of Lozi programmes	**KAONDE** 04:40 Fish eagles 04:50 National anthem 04:52 Language identification 04:55 Programme summary 04:56 Opening prayer 05:00 Nyimbo ya Lesa (Gospel music) 05:15 Jishuko jenu (your lucky day) – live phone in- new programme 06:00 Byambo mu Kikaonde 06:05 Milangwe yenu 07:00 Network news 07:15 Cookery 07:30 Bilobo byetu (our heroes) 07:57 Hand over to Tonga 07:58 End of Kaonde programmes	**NYANJA** 04:40 Fish eagles 04:50 National anthem 04:52 Language identification 04:53 Programme summary 04:55 Gospel music 05:00 Odi kumawa (music from the east) 05:30 Kwadzuka bwanji (Part I) 06:15 News in Nyanja 06:20 Women's mini 06:25 Kwadzuka bwanji (Part II) 07:00 Network news 07: 15 Police and the community (live). 07:58 End of Nyanja programmes
LUVALE 08:00 Fish eagles and language identification 08:02 Programme summary 08:05 Chiyoyelo chamakumbi ano (life and living) 08:30 Vili nakusoloka hamikoti nakuto wamulauko (roving	**TONGA** 08:00 Fish eagles and language identification 08:02 Programme summary 08:05 Nyimbo zyakumunzi (traditional music) 08:15 Atusekelele (let's celebrate) (re- introduced)	**LUNDA** 08:00 Language identification 08:02 Programme summary 08:05 Ang'imbi amu Africa (countries of Africa) 08:30 World news 09:00 Kudeyi Kudami (over to you Lusaka/Kitwe – live phone in)

reporter-Kitwe) 09:00 Mijimbu yamujimbongi (district news) 09:30 Vishimo 09:45 Viseke (sports diary) 09:58 Kusalisa/ kumiseza navatonga 09:58 End of Lozi programmes	08:45 Africa anyika yoonse (Africa and world news) 09:15 Sibbuku wesu (our Headman) new 09:45 Makani mumadolopo (district news) 09:58 End of Tonga programmes	09:58 End of Lunda programmes
TONGA 10:00 Fish eagles and language identification 10:02 Programme summary 10:05 Milimo yesu (our industries) 10:30 Zyakumigodi (Copperbelt Magazine) - Kitwe 11:00 Kwanzyanya mumagwalo/SMS 11:58 End of Tonga programmes	**LUVALE** 10:00 Fish eagles and language identification 10:02 Programme summary 10:05 Chinyingi chakusekasana 10:30 Myaso 11:00 Kwatoku namukwenu (Traditional court – Kitwe) 11:30 Kutambuka kaseswa 11:58 End of Luvale programmes	**LOZI** 10:00 Fish Eagles and language identification 10:02 Programme summary 10:05 Kiye 2013 10:30 Music 10:45 Linaha za Africa (countries of Africa) 11:00 Business news 11:15 BOZ drama / music 11:30 Muezang'i mwa bupilo? (what do you do for a living?) 11:58 End of Lozi programmes
BEMBA 12:00 Fish eagles and language identification 12:02 Ukupituluka muma programmes 12:05 Ifyangalo (Sports personalities and fixtures - ex Kitwe) 12:30 Ilyashi mu Chikaonde 12:35 Ilyashi mu Chilozi 12:40 Ilyashi mu Chilunda 12:45 Ilyashi mu Chiluvale 12:50 Ilyashi mu Chitonga 12:55 Ilyashi mu Chinyanja 13:00 Ilyashi mu Chibemba 13:05 Ifishibisho/inyimbo 13:15 Network news 13:30 Tubakilile incende shesu (caring for our environment) 13:58 End of Bemba programmes	**NYANJA** 12:00 Fish eagles and language identification 12:02 Programme summary 12:05 Copperbelt Magazine - Kitwe 12:30 Nkhani mu Chikaonde 12.35 Nkhani mu Chilozi 12.40 Nkhani mu Chilunda 12.45 Nkhani mu Chiluvale 12.50 Nkhani mu Chitonga 12.55 Nkhani mu Chinyanja 13.00 Nkhani mu Chibemba 13:05 Mauthenga a chisoni 13:15 Network news 13:30 Talondole. 13:58 End of Nyanja programmes	**BEMBA** 12:00 Fish eagles and language identification 12:02 Ukupituluka muma programmes 12:05 Natwipike (lets cook) 12:30 Ilyashi mu Chikaonde (news in Kaonde) 12:35 Ilyashi mu Chilozi 12:40 Ilyashi mu Chilunda 12:45 Ilyashi mu Chiluvale 12:50 Ilyashi mu Chitonga 12:55 Ilyashi mu Chinyanja 13:00 Ilyashi mu Chibemba 13:05 Ifishibisho nangu inyimbo 13:15 Network news 13:30 Ubumi cuma (health is wealth – commercial Kitwe) 13:58 End of Bemba programmes
KAONDE 14:00 Language identification 14:02 Programme summary 14:05 District news 14:15 Lutundaiko (motivation talk) 14:30 Over to you (live) 15:30 Copperbelt Magazine (Kitwe) 15:45 Bisela (sports) 15:57 Hand over to Lunda 15:58 End of Kaonde programmes	**TONGA** 14:00 Fish eagles and language identification 14:02 Programme summary 14:05 Traditional music 14:15 Lwiiyo mumabbuku (book literature) – new programme 14:45 Makani aamumabboma (district news) 15:00 Nkooko amututambule – (pot luck) 15:30 Nyimbo zyakayindi (old tunes) 15:58 End of Tonga programmes	**NYANJA** 14:00 Fish eagles and language identification 14:02 Programme summary 14:05 Khasu lakale (commercial) 14:30 Bwalo la azimai (women`s forum). 15:00 Tikambilane (live phone-in discussion) 15:58 End of Nyanja programmes
LUNDA 16:00 Fish eagles and language identification 16:02 Programme summary	**LOZI** 16:00 Fish eagles and language identification 16:02 Programme summary	**BEMBA** 16:00 Fish eagles and language identification 16:02 Ukupituluka muma

16:05 Maana maheta 16:30 Zhawundimi (farm forum) 17:00 Yishimu 17:15 News in Nyanja 17:20 News in Bemba 17:25 News in Luvale 17:30 News in Lunda 17:35 News in Kaonde 17:40 News in Lozi 17:45 News in Tonga 17:50 Mazu awushona 17:58 End of Lunda programmes	16:05 Makande a Likiliti (district news) 16:30 Music 16:45 Sipatela mwa ndu (health issues corner) 17:00 Kabuka ka balimi (NAIS) 17:15 Makande mwa Sinyanja (news in Nyanja) 17:20 Makande mwa Sibemba 17:25 Makande mwa Siluvale 17:30 Makande mwa Silunda 17:35 Makande mwa Sikaonde 17:40 Makande mwa Silozi 17:45 Makande mwa Sitonga 17:50 Lipina 17:58 End of Lozi programmes	programmes 16:05 Icitwa mutima (prosperity starts with the heart) 16:30 Yesu Ebwasuko – (commercial- Kitwe) 17:00 Insambu sha bana (children's rights) 17:15 Ilyashi mu Chinyanja 17:20 Ilyashi mu Chibemba 17:25 Ilyashi mu Chiluvale 17:30 Ilyashi mu Chilunda 17:35 Ilyashi mu Chikaonde 17:45 Ilyashi mu Chilozi 17:45 Ilyashi mu Chitonga 17:58 End of Bemba programmes
LOZI 18:00 Fish eagles and language identification 18:02 Programme summary 18:05 Likosi ni Misebezi (Career guidance) 18:20 Music / Parliament news 18:30 Za mwa libuka (book spectrum) 18:45 Music 19:00 Za manyalo (about marriages) 19:30 Maikuto a basali (women's forum) 19:58 End of Lozi programmes	**BEMBA** 18:00 Fish eagles and language identification 18:02 Ukupituluka muma programmes 18:05 Nshangalilwa drama 18:30 Kabusha takolelwe bowa 19:30 Utulimbusha 19:58 End of Bemba programmes	**LUVALE** 18:00 Fish eagles and language identification 18:00 Programme summary 18:05 Ndangwishi ja Luvale 18:30 Bank of Zambia (BOZ) drama/myaso 19:00 Chihande chavanjimi (hapeho farmer's forum-NAIS) 19:15 Myaso ngwazanga (listener's choice-Kitwe) 19:45 Kulikangula chetu (your health matters) 19:58 End of Luvale programmes
NYANJA 20:00 Network news 20:10 Language identification 20:12 Programme summary 20:15 Buku la alimi (rural note book) 20:30 Sewero (drama) 21:00 Nkhani za umoyo 21:30 Ndizatani (questions and answers). 22:15 Pabwalo (fire stories) 23:00 Zakale zapamtima (my old favourite) 00:00 Pempero and national anthem 00:05 Close down	**LUNDA** 20:00 Network news 20:15 Programme summary 20:17 Tumina/commercials 20:30 Yisela (sports) 20:45 District news 21:00 Kwenda na yesu (Christian living) 21:30 Wazhimbala nzhila wehula (your questions answered – Kitwe) 22:00 Chimbanzenzi (drama) 22:30 Mukanda wa Lunda (your life) 23:00 Kwimusha mu Lunda (telephone requests) live phone-in programme 23:55 Kulombela 00:00 National anthem 00:05 Close down	**TONGA** 20:00 Network news 20:10 Language identification 20:12 Programme summary 20:15 Kabbuku kabulimi (farmer's note book- NAIS) 20:30 Cisobano – (drama) 21:00 Atubayandaule (seeking the lost) 21:30 Nyimbo (music) 22:00 Lukwato (marriage) - new programme 22:30 Mwiimsubi wesu (our star artist today) – new programme 23:00 Kwaanzyanyamumafooni (telephone requests) 00:00 Prayer to end day and national anthem 00:05 Close down

SUNDAY	
BEMBA 04:40 Fish eagles	**TONGA** 16.00 Fish eagles and language identification

04:45 Ulwimbo lwa chishipa 04:50 Language identification 04:55 Ukupituluka muma programmes 05:00 Ukutambikishanya imitende (greetings- programme Lusaka/Kitwe) 06:00 Ilyashi mu Chibemba 06:05 Bana chimbusa (marriage counsellors) 06:30 Zambia lolesha kumulu (commercial – Kitwe) 07:00 Network News 07:15 Kabusha takolelwe ubowa (questions and answers) 08:15 Ubulimi (rural note book) 08:30 Bible believers (commercial–Kitwe) 09:00 Abantu na malwele (health issues) 09:15 Natubalobndole (locating relatives and friends) 09:30 Ifyo cali kale (from the archives)/BOZ drama 09:58 End of Bemba programmes	16:02 Programme summary 16:05 Ng'ombe tyoka (identify your origin) 16:30 Lwiiyo mumabbuku (book literature) - new programme 17:00 Kwaana (story telling) – new programme 17:15 Makani mu Chinyanja (news in Nyanja) 17:20 Makani mu Chibemba 17:25 Makani mu Chiluvale 17:30 Makani mu Chilunda 17:35 Makani mu Chikaonde 17:40 Makani mu Chilozi 17:45 Makani mu Chitonga 17:50 Musical interlude 09:58 End of Tonga programmes
TONGA 10:00 Fish eagles and language identification 10:02 Programme summary 10:05 Over-to-you Kitwe / Lusaka 11:00 Habbuzya takolwi bowa 09:58 End of Tonga programmes	**KAONDE** 18:00 Language identification 18:02 Programme summary 18:05 Mitende yabena Lesa 18:30 Mbulaiko 19:00 Mukinzanza (discussion) – Kitwe – new programme 19:30 Kiswapako 19:58 Hand over to Luvale programmes
NYANJA 12:00 Fish eagles and language identification 12:02 Programme summary 12:05 Timuimbile Chauta (Praise Songs) 12:30 Nkhani mu Chikaonde (News in Kaonde) 12:35 Nkhani mu Chilozi 12:40 Nkhani mu Chilunda 12:45 Nkhani mu Chiluvale 12:50 Nkhani mu Chitonga 12:55 Nkhani mu Chinyanja 13.00 Nkhani mu Chibemba 13:05 Personal calls 13:15 Network news 13:30 Mapemphelo (sunday service) 09:58 End of Nyanja programmes	**LUVALE** 20:00 Network news 20:10 Language identification and summary 20:15 Bank of Zambia -live phone in programme/hazango (discussion) 21:15 Chifwoyo (drama) 21:45 Alisenu Samatanga (praise the Lord) 22:15 Twamutondele 22:45 Ngoma makika (traditional music) 23:00 Tuma lizu mukanda naushimbula (phone-in greetings) 00:00 National anthem 00:05 Close down
LOZI 14:00 Fish eagles and language identification 14:02 Programme summary 14:05 Lumenyo 14:30 Music 14:45 Fala mwa lilangu 15:15 Music 15:30 Za silumeli (religious programmes) 09:58 End of Lozi programmes	

BUDGET

Item	Unit Price	Quantity	Total amount
A4 bond paper	30	3	K90
Stationery	700		K700
Tape recorder	800	01	K800
Calculator/Casio	150	01	K150
Photocopying questionnaires	120	0.20 ngwee	K240
Proposal binding	200	01	K200
Report binding	200	01	K200
Poster	200	01	K200
SUB TOTAL			K2, 580
TRAVEL EXPENSES			
Fuel	10	150 litres	1,500
Lunch allowances research assistants	50	50 X 7 X 2 days	700
Contingency	10%		K530
TOTAL			K2,720
GRAND TOTAL			**K5, 300**

WORK PLAN FOR RESEARCH

Activity	2014							2015												2016			
	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	J
Problem identification	x																						
Topic formulation	x																						
Proposal development			x																				
Development of research instruments				x																			
Pilot study						x																	
Main study							x																
Data collection									x														
Data cleaning										x	x												
Data analysis																X	x						
Report writing																		x	x	x	x		
Submission of first draft																						x	
Final report																							x

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