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

By

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Submitted to the University of Zambia in partial fulfillment of the requirements for the degree of Master of Communication for Development.

THE UNIVERSITY OF ZAMBIA
LUSAKA

2010
Declaration

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

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Approval

This report has been approved for submission for the degree of Master of Communication for Development at the University of Zambia, Lusaka.

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ABSTRACT

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

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

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

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

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